



Slide# 1

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## **Philip Morris Objectives**

- Stop FDA Jurisdiction over Cigarettes
- Maintain Ability to Market Products to Adults

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## **Fighting Battle on Four Fronts**

- Lawsuit
- FDA Rule Making
- Congress
- White House

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## **Lawsuits**

- Tobacco Industry
- Advertising Associations
- NACS

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## **FDA Comment Period**

- Closed January 2nd
- Widespread Public Opposition

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# **Tobacco Industry Comments**

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# **Tobacco Industry Comments**

- Lacks Jurisdiction

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## **Tobacco Industry Comments**

- Lacks Jurisdiction
- Possible Ban on Cigarettes

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## **Tobacco Industry Comments**

- Lacks Jurisdiction
- Possible Ban on Cigarettes
- Flawed Economic Analysis

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## **Tobacco Industry Comments**

- Lacks Jurisdiction
- Possible Ban on Cigarettes
- Flawed Economic Analysis
- Unconstitutional

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## **Tobacco Industry Comments**

- Lacks Jurisdiction
- Possible Ban on Cigarettes
- Flawed Economic Analysis
- Unconstitutional
- Unlawful Rule Making

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## **Congress**

- Bills Introduced to Prohibit FDA From Regulating Tobacco

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## **Congress**

- Bills Introduced to Prohibit FDA From Regulating Tobacco
- Youth Smoking Issue Best Handled at State Level

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## **Congress**

- Bills Introduced to Prohibit FDA From Regulating Tobacco
- Youth Smoking Issue Best Handled at State Level
- ADAMHA

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## **White House**

- Heighten Awareness to Intense Opposition

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# **Fight Smart**

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# OSHA

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# OSHA

- Intense Public Opposition

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## **OSHA**

- Intense Public Opposition
- Negative Economic Effects

**Slide# 10**  
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## **OSHA**

- Intense Public Opposition
- Negative Economic Effects
- CRS Report Faulting EPA Science

## **OSHA**

- Intense Public Opposition
- Negative Economic Effects
- CRS Report Faulting EPA Science
- Post-Hearing Brief

**Slide# 10**

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