



The new face of Big Tobacco

Say NO to Big Marijuana in New Zealand

Same corporates.
Same objectives.
Same addiction.
New product.



WE'VE BEEN SUCKED IN ONCE

Remember *Big Tobacco*? Tobacco companies lied to NZers and the world for more than a century about the dangers of smoking. They based their market on addiction. They deliberately targeted kids. They even had doctors promote cigarettes as medicine. And today we are paying the price.

The conversation is now being dictated by *Big Marijuana*, who will profit. Follow the money. *Big Marijuana* will deny evidence-based science, and will minimise harms by emphasising the economic benefits of large tax revenue. Sound familiar?

For example, while many Colorado communities have opted out of marijuana commercialisation (*up to 2/3rds of local councils have said NO to marijuana outlets*), there are now more marijuana stores statewide than McDonalds and Starbucks combined in Colorado.

We know if marijuana is legalised, a commercial marijuana industry will act just as the tobacco industry acts. Today's highly potent marijuana represents a growing and significant threat to public health and safety, a threat that is amplified by a new marijuana industry intent on profiting from heavy use.

There is no adequate reason why the government can persistently and successfully target smoking and not do likewise with drugs. The end goal of the anti-smoking campaign is not 'slow down' or 'moderate' but 'QUIT', with numerous strategies and support agencies assisting on the journey. And the numbers overwhelmingly suggest that it is working.



Image Source: tobacco.stanford.edu



“How can we tout ‘Smokefree 2025’ while we discuss legalising an inhaled product with more than 100 harmful substances?”

Dr Stephen Child, general and respiratory physician and past chair of the New Zealand Medical Association

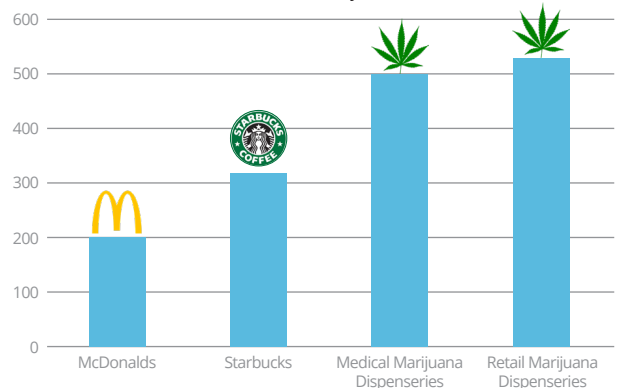
Society has successfully and rightly stigmatised tobacco use for both health and cosmetic reasons. Why the disconnect between tobacco and marijuana? Why is one stigmatised and the other seen as benign?

At the same time as we are rightly booting *Big Tobacco* out of the country, why are we in the process of putting down the welcome mat for *Big Marijuana*. The supporters of dope are now peddling the same myths that *Big Tobacco* did.

Let's not be sucked in again.

Marijuana Commercialisation: A Colorado Reality

Licensed Businesses: June 2018



For additional information, including source references:

SayNopeToDope.org.nz/big-tobacco-2

Correct as at time of printing. We welcome any documented corrections.