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**World No Tobacco Day | May 31, 2015**

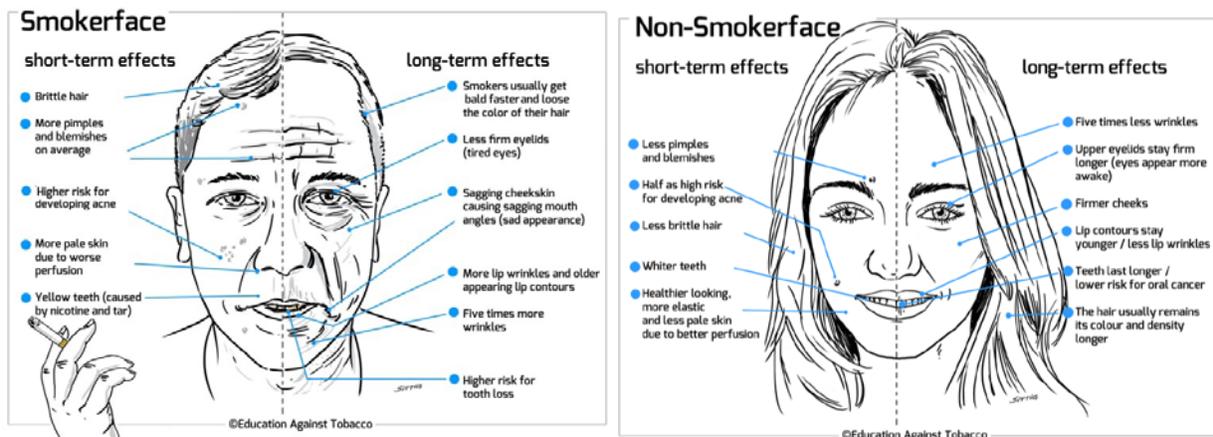
"Big Tobacco often portrays smoking as exciting and glamorous, like in Philip Morris International's Be Marlboro campaign. Through this parody video, we are hoping to illustrate the realities of tobacco use – that instead of making you seem cool and sexy, tobacco actually makes you old and sick."

– Laurent Huber, Executive Director, ASH

**Parody Video: The Wrinkler**

We've unlocked the secret to expediting the aging process! You can now look far older than you really are. The secret is smoking!

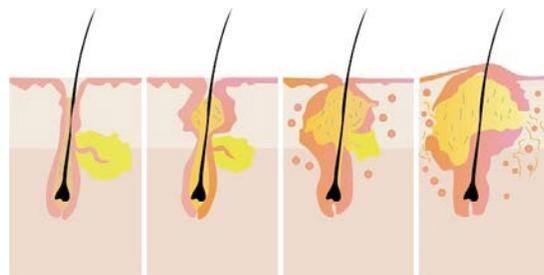
[www.ash.org/thewrinkler](http://www.ash.org/thewrinkler)



**How does The Wrinkler work?**

1.) Tobacco smoke irritates the skin, inflames acne, may even cause acne because tobacco smoke contains over 4,000 chemicals.

- Your skin has tiny hair follicles with small glands producing sebum, an oily substance. It typically ensures that your skin remains hydrated. However, if too much sebum is produced, the pores may be clogged and form a bump, which may get infected. This may occur due to certain hormonal changes during puberty, but it also occurs due to environmental pollutants, such as tobacco smoke.



## 2.) Smoking tobacco leads to paler skin.

- Smoking destroys the body's blood vessels, including those in the face. A face with good blood circulation appears lively and healthy, whereas a face with poor blood circulation appears pale.

## 3.) Smokers develop wrinkles faster than non-smokers.

- The chemicals and pollutants in tobacco smoke surround the facial skin and irritate it. This causes the elastic fibers (which keep facial skin tight and flexible) to tear at a faster rate, leading to wrinkles at a younger age.

### What Side Effects are Associated with The Wrinkler?

(Source: CDC <http://smokefree.gov/health-effects>)

- Brain
  - **Become addicted.**
    - Nicotine from cigarettes is as addictive as heroin. Nicotine addiction is hard to beat because it changes your brain. The brain develops extra nicotine receptors to accommodate the large doses of nicotine from tobacco. When the brain stops getting the nicotine it's used to, the result is nicotine withdrawal. You may feel anxious, irritable, and have strong cravings for nicotine.
- Head & Face
  - **Ears**
    - Hearing loss. Smoking reduces the oxygen supply to the cochlea, a snail-shaped organ in the inner ear. This may result in permanent damage to the cochlea and mild to moderate hearing loss.
  - **Eyes**
    - Blindness and loss of night vision. Smoking causes physical changes in the eyes that can threaten your eyesight. Nicotine from cigarettes restricts the production of a chemical necessary for you to be able to see at night. Also, smoking increases your risk of developing cataracts and macular degeneration (both can lead to blindness).
  - **Mouth**
    - Cavities. Smoking takes a toll on your mouth. Smokers have more oral health problems than non-smokers, like mouth sores, ulcers and gum disease. You are more likely to have cavities and lose your teeth at a younger age. You are also more likely to get cancers of the mouth and throat.
  - **Face**
    - Smoker's face. Smoking can cause your skin to be dry and lose elasticity, leading to wrinkles and stretch marks. Your skin tone may become dull and grayish. By your early 30s, wrinkles can begin to appear around your mouth and eyes, adding years to your face.
- Heart
  - **Stressed heart**
    - Smoking raises your blood pressure and puts stress on your heart. Over time, stress on the heart can weaken it, making it less able to pump blood to other

parts of your body. Carbon monoxide from inhaled cigarette smoke also contributes to a lack of oxygen, making the heart work even harder. This increases the risk of heart disease, including heart attacks.

- **Sticky blood**
  - Smoking makes your blood thick and sticky. The stickier the blood, the harder your heart must work to move it around your body. Sticky blood is also more likely to form blood clots that block blood flow to your heart, brain, and legs. Over time, thick, sticky blood damages the delicate lining of your blood vessels. This damage can increase your risk for a heart attack or stroke.
- **Fatty deposits**
  - Smoking increases the amount of cholesterol and unhealthy fats circulating in the bloods, leading to unhealthy fatty deposits. Over time, cholesterol, fats, and other debris build up on the walls of your arteries. This buildup narrows the arteries and blocks normal blood flow to the heart, brain, and legs. Blocked blood flow to the heart or brain can cause a heart attack or stroke. Blockage in the blood vessels of your legs could result in the amputation of your toes or feet.
- Lungs
  - **Scarred Lung**
    - Smoking causes inflammation in the small airways and tissues of your lungs. This can make your chest feel tight or cause you to wheeze or feel short of breath. Continued inflammation builds up scar tissue, which leads to physical changes to your lungs and airways that can make breathing hard. Years of lung irritation can give you a chronic cough with mucus.
  - **Emphysema**
    - Smoking destroys the tiny air sacs, or alveoli, in the lungs that allow oxygen exchange. When you smoke, you are damaging some of those air sacs. Alveoli don't grow back, so when you destroy them, you have permanently destroyed part of your lungs. When enough alveoli are destroyed, the disease emphysema develops. Emphysema causes severe shortness of breath and can lead to death.
  - **Cilia**
    - Respiratory Infections. Your airways are lined with tiny brush like hairs, called cilia. The cilia sweep out mucus and dirt so your lungs stay clear. Smoking temporarily paralyzes and even kills cilia. This makes you more at risk for infection. Smokers get more colds and respiratory infections than non-smokers.
- DNA
  - **Cancer**
    - Your body is made up of cells that contain genetic material, or DNA, that acts as an "instruction manual" for cell growth and function. Every single puff of a cigarette causes damages to your DNA. When DNA is damaged, the "instruction manual" gets messed up, and the cell can begin growing out of control and create a cancer tumor. Your body tries to repair the damage that smoking does to your DNA, but over time, smoking can wear down this repair system and lead to cancer (like lung cancer). One-third of all cancer deaths are caused by tobacco.



- Stomach & Hormones
  - **Belly**
    - Bigger belly. Smokers have bigger bellies and less muscle than non-smokers. They are more likely to develop type 2 diabetes, even if they don't smoke every day. Smoking also makes it harder to control diabetes once you already have it. Diabetes is a serious disease that can lead to blindness, heart disease, kidney failure, and amputations.
  - **Lower estrogen levels**
    - Smoking lowers a female's level of estrogen. Low estrogen levels can cause dry skin, thinning hair, and memory problems. Women who smoke have a harder time getting pregnant and having a healthy baby. Smoking can also lead to early menopause, which increases your risk of developing certain diseases (like heart disease).
- Erectile Dysfunction
  - **Failure to launch**
    - Smoking increases the risk of erectile dysfunction—the inability to get or keep an erection. Toxins from cigarette smoke can also damage the genetic material in sperm, which can cause infertility or genetic defects in your children.
- Blood & the Immune System
  - **High white blood cell count**
    - When you smoke, the number of white blood cells (the cells that defend your body from infections) stays high. This is a sign that your body is under stress—constantly fighting against the inflammation and damage caused by tobacco. A high white blood cell count is like a signal from your body, letting you know you've been injured. White blood cell counts that stay elevated for a long time are linked with an increased risk of heart attacks, strokes, and cancer.
  - **Longer to heal**
    - Nutrients, minerals, and oxygen are all supplied to the tissue through the blood stream. Nicotine causes blood vessels to tighten, which decreases levels of nutrients supplied to wounds. As a result, wounds take longer to heal. Slow wound healing increases the risk of infection after an injury or surgery and painful skin ulcers can develop, causing the tissue to slowly die.
  - **Weakened immune system**
    - Cigarette smoke contains high levels of tar and other chemicals, which can make your immune system less effective at fighting off infections. This means you're more likely to get sick. Continued weakening of the immune system can make you more vulnerable to autoimmune diseases like rheumatoid arthritis and multiple sclerosis. It also decreases your body's ability to fight off cancer!
- Muscles & Bones
  - **Tired muscles**
    - Muscle deterioration. When you smoke, less blood and oxygen flow to your muscles, making it harder to build muscle. The lack of oxygen also makes muscles tire more easily. Smokers have more muscle aches and pains than non-smokers.

- **More Broken Bones**

- Ingredients in cigarette smoke disrupt the natural cycle of bone health. Your body is less able to form healthy new bone tissue, and it breaks down existing bone tissue more rapidly. Over time, smoking leads to a thinning of bone tissue and loss of bone density. This causes bones to become weak and brittle. Compared to non-smokers, smokers have a higher risk of bone fractures, and their broken bones take longer to heal.

### The Cost of The Wrinkler

\*Prices vary based on city/state. This is based on the lowest rate in the U.S. (the state rate in Kentucky). All residents of other states will experience a higher price.

- To smoke one pack per day for a week?  $\$4.96 / \text{day} \times 7 \text{ days} = \mathbf{\$34.72}$
- To smoke one pack per day for a month?  $\$34.72 / \text{week} \times 4 \text{ weeks} = \mathbf{\$138.88}$
- To smoke one pack per day for a year?  $\$138.88 / \text{month} \times 12 \text{ month} = \mathbf{\$1,666.56}$

#### Comparison: What else could you buy for \$1,666.56?

- iPhone (\$199-\$399), iPad (\$229-\$629), Laptop (\$129-\$1,949)
- Vacation to Hawaii (6 nights in a hotel for \$1,303-\$1,619)
- College loan payment
- Savings for house or car down payment
- New clothes

### Is there anything else I should know BEFORE using The Wrinkler?

**Use of The Wrinkler, i.e. smoking, is a physical addiction. Tobacco products kill up to half of their users. Therefore, there is no safe frequency of use or exposure to tobacco products.**

See the results of smoking on YOUR face here:

- Download the free **Smokerface App** on your cellphone. Take a selfie and see how your face could change if you smoke for 1 year or 15 years.

Source: <http://educationtobacco.org/materials/>

## About ASH

Action on Smoking and Health has a long and successful history of advocacy, education, and legal initiatives in the fight against tobacco. Using the powers of science and law, ASH has fought for health in courts, before legislative bodies and regulatory agencies, as well as before international agencies such as the United Nations and the World Health Organization. ASH was formed in 1967 to address the need for an organization that represented nonsmokers' rights. Since the release of the original Surgeon General report on smoking in January 1964, the global initiative for the prevention of tobacco-related damages has made enormous progress, and ASH played a major role. Some of ASH's achievements include:

- 1972: Ban of cigarette commercials on radio and television
- 1990: Decision by Congress to ban smoking on airline flights
- 2001: Executive order by President Bill Clinton prohibiting the government from promoting the sale or export of tobacco products
- 2005: The WHO Framework Convention on Tobacco Control, the world's first global public health treaty

ASH works closely with its allies to ensure that the public health community addresses the tobacco epidemic in a unified and coherent manner. We do this by:

- Initiating advocacy and public policy efforts to inform and motivate the public and others in the tobacco control movement
- Developing and distributing publications and research documents for tobacco control best practices
- Building alliances and networks to engage the most qualified partners to address specific issues

ASH fights the tobacco epidemic on a global scale. Working individually and through a large global network that ASH helped create, the Framework Convention Alliance (FCA), we monitor industry behavior, push for stronger regulations at home and abroad, and ensure that tobacco is on the agenda for health, trade, development, and human rights