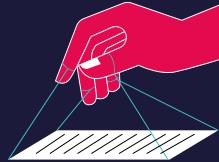


# WHY IS COLLABORATING WITH THE TOBACCO INDUSTRY SYSTEMATICALLY PROBLEMATIC?



## Because its history is marked by decades of scientific manipulation

As numerous analyses have documented, the tobacco industry has systematically sought to divert or discredit research that challenges the safety of its products, while at the same time funding studies whose credibility is questionable.



## Because it uses collaborations with academic institutions to undermine prevention policies

Regardless of its form, any collaboration with an academic institution is systematically used by the tobacco industry to present itself as a legitimate scientific actor and to strengthen the credibility of its own research. This academic legitimacy allows the industry to improve its image among policymakers and the public, with the aim of undermining prevention policies and maximizing its profits. Indeed, the tobacco industry continues to engage in aggressive lobbying against any effective public health measure that could therefore threaten its interests.



## Because the tobacco industry has not changed, despite what it claims

It claims that it now seeks to protect smokers' health by developing so-called "less harmful" products. Yet, the tobacco industry cannot in any way be regarded as an industry like any other. Its "new" products primarily serve to increase its profits, rehabilitate its public image, and attract a new generation into addiction. Meanwhile, this industry continues to sell cigarettes on a massive scale and remains directly responsible for the deaths of 7 million people worldwide each year.



## Because the interests of the tobacco industry conflict with the public interest and public health.

Its main product, the cigarette, kills on average one in two regular users. Despite its charm offensives and rhetoric of transformation, the industry continues to sell colossal quantities of cigarettes, particularly in low- and middle-income countries. Globally, the scale, diversity, and severity of the harm caused by tobacco exceed those of any other known product, whether legal or illegal.



## Because in partnering with the tobacco industry, academic institutions put their reputation at risk

By collaborating with the tobacco industry, academic institutions put their reputation at risk and weaken public trust in their work. Numerous examples show that such collaborations pose a serious threat to scientific integrity, academic freedom, and research transparency.

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