



September 14, 2017

André Calantzopoulos  
 Chief Executive Officer  
 Philip Morris International  
 Avenue de Rhodanie 50 1007  
 Lausanne, Switzerland

Dear Mr. Calantzopoulos,

The undersigned organizations, representing global health, human rights, consumer protection, medical and other organizations, call on you to immediately cease the production, marketing and sale of cigarettes. This action is at least half a century overdue, and tens of millions have died unnecessarily as a direct result of tobacco use.

In 1954, Philip Morris promised to “stop business tomorrow” if it became apparent that cigarettes are harmful to health.<sup>1</sup> This promise was repeated for decades, most recently in 1997 by Philip Morris CEO Geoffrey Bible, who responded to the question “What he would do with his manufacturing plants if

<sup>1</sup> Weissman, George, Philip Morris Inc. Facts versus fancy. 26 February 1954. Bates No. 1002366389-1002366397.

scientists proved that cigarettes were a cause of cancer?” by saying he would “shut it down instantly.”<sup>2</sup> We know from Philip Morris’ own internal documents that the company was aware that cigarettes were harmful even in 1954; by 1997 Mr. Bible’s response was simply absurd in the face of overwhelming scientific proof.

Cigarettes cannot be “re-engineered” to make them acceptable in global commerce; they are inherently defective. There is no safe level of consumption, and they provide no necessary benefit to their consumers.

Given the deadly nature of tobacco smoke, and the extremely addictive nature of nicotine, the marketing and sale of cigarettes violates several universally accepted human rights, in particular the right to life and the right to health. In May 2017, a human rights organization that had been engaged in voluntary collaboration with PMI, the Danish Institute for Human Rights, ended its relationship with your company and concluded that *“According to the UNGPs [United Nations Guiding Principles on Business and Human Rights] companies should avoid causing or contributing to adverse impacts on human rights. Where such impacts occur, companies should immediately cease the actions that cause or contribute to the impacts. Tobacco is deeply harmful to human health, and there can be no doubt that the production and marketing of tobacco is irreconcilable with the human right to health. For the tobacco industry, the UNGPs [United Nations Guiding Principles on Business and Human Rights] therefore require the cessation of the production and marketing of tobacco.”*<sup>3</sup>

The front page of PMI’s own website depicts a video of employees “Designing a Smoke-Free Future.”<sup>4</sup> Your rationale includes “because...society expects us to act responsibly.”<sup>5</sup> If, by your own logic, acting responsibly requires you to stop selling cigarettes, by what ethical rubric can you continue to sell them? The only possible explanation is that you feel you can still profit from doing so. That decision – to continue a business model that you have admitted is irresponsible – is unacceptable. And to continue profiting from a product that you know will kill a significant proportion of your customers when used as intended is monstrous.

PMI, its shareholders, and you personally have been enriched while knowingly killing your customers. You have it in your immediate power to change the fate of millions of people, perhaps hundreds of millions. Do the right thing by immediately ceasing the production, marketing and sale of cigarettes.

Signed,

ACT Promoção de Saúde (ACT Health Promotion, from Brazil)  
Action on Smoking and Health (ASH) Bangladesh  
Action on Smoking and Health Foundation (Thailand)  
Action on Smoking and Health New Zealand  
Action on Smoking and Health (US)  
African Tobacco Control Alliance (ATCA)  
Alliance of Women against Tobacco (Tabinaj) (Bangladesh)  
American College of Chest Physicians  
ASH Finland

---

<sup>2</sup> Cerriden M. Tobacco exec stuns observers. Dallas Morning News. 22 August 1997. Bates No. 86329862-86329865.

<sup>3</sup> Danish Institute for Human Rights, *Human Rights assessment in Philip Morris International*, Web, May 4, 2017. Found at <https://www.humanrights.dk/news/human-rights-assessment-philip-morris-international>.

<sup>4</sup> Philip Morris International, <https://www.pmi.com>.

<sup>5</sup> Philip Morris International, <https://www.pmi.com/who-we-are/designing-a-smoke-free-future>.

ASH Scotland (UK)  
Belgian Foundation Against Cancer  
Cancer Aid Society, India  
Cancer Society of Finland  
Coalición Panameña Contra el Tabaquismo (COPACET)  
Coalition Camerounaise Contre le Tabac  
College of Global Public Health at New York University  
Comité National Contre le Tabagisme  
Community Nursing Association  
Corporate Accountability International  
Danish Heart Foundation  
Deutsche Gesellschaft für Pneumologie und Beatmungsmedizin e.V.  
DNF-Droits des Non-Fumeurs  
Dutch Alliance for a Smokefree Society  
EHYT Finnish Association for Substance Abuse Prevention  
European Network for Smoking and Tobacco Prevention  
Environmental Rights Action / Friends of the Earth Nigeria  
Ethical Shareholders Association Germany  
European Respiratory Society (ERS)  
FCTC Implementation and Monitoring Center in Georgia  
Finnish Heart Association  
Finnish Lung Health Association  
German Medical Action Group Smoking or Health  
Global Bridges  
Global Economic Law Network, Melbourne Law School, The University of Melbourne  
Green Hand Organization – Lebanon  
Healis - Sekhsaria Institute for Public Health  
HealthBridge  
Health and Trade Network  
Health Jurists Association  
Human Rights and Tobacco Control Network  
Indian Cancer Society, Delhi  
Institute for Youth Participation, Health and Sustainable Development  
InterAmerican Heart Foundation  
International Union Against Tuberculosis and Lung Disease  
INWAT Europe  
Jamaica Coalition for Tobacco Control  
Jeewaka Foundation – Sri Lanka  
Lithuanian Tobacco and Alcohol Control Coalition  
Madrid Association of Public Health  
Mexico Salud-Hable Coalition  
National Alliance for Tobacco Control (ALIENTO)  
NCD Alliance  
New Vois Ass'n. of the Phils. Inc.  
No Excuse Slovenia  
Norwegian Cancer Society  
OxyRomandie  
Physicians for a Smoke-Free Canada  
Policlinique médicale universitaire CH-Lausanne  
'Pratyasha' Anti-Drug's Club

## PROGGA

Progressive Reinforcement of Organizations and Individuals  
Public Health Advocacy Institute at Northeastern University School of Law  
Public Health Society of Catalonia and the Balearic Islands  
SERAC-Bangladesh  
Slovenian Coalition for Public Health, Environment and Tobacco Control  
Smoke Free Life Coalition Bulgaria  
Southeast Asia Tobacco Control Alliance  
Spanish Primary Care Network  
Spanish Society of Environmental Health  
Spanish Society of Epidemiology  
Spanish Society of Public Health and Health Administration  
Swarna Hansa Foundation  
Swiss Association for Tobacco Prevention  
Tanzania Tobacco Control Forum  
The Austrian Council on Smoking and Health  
The French Alliance against Tobacco  
The Heart Foundation of Jamaica  
The Organisation for Respiratory Health in Finland  
Tobacco-free Finland  
Tobacco Alcohol Free Initiative, (TAFI), Eldoret, Kenya  
TobaccoFree Research Institute Ireland (TFRI)  
UBINIG Policy Research for Development Alternative  
Ukrainian NGO Advocacy Center "LIFE"  
Unfairtobacco  
Union for International Cancer Control (UICC)  
Vision for Alternative Development (Ghana)  
Vital Strategies  
Zambia Consumer Association  
Zambia Heart and Stroke Foundation

## **Academics**

Cheryl G. Healton, DrPH  
Dean, College of Global Public Health at New York University

Gary Fooks  
Co-Director, Centre for the Critical Inquiry into Society and Culture, School of Languages and Social Science, Aston University, UK

G rard Dubois  
Membre de l'Acad mie de M decine (France)

Ronald Labont , FCAHS, HonFFPH  
Professor and Canada Research Chair (Globalization and Health Equity), School of Epidemiology and Public Health, University of Ottawa, Canada

Ruth Malone, RN, PhD, FAAN  
Professor and Nursing Alumni/Mary Harms Endowed Chair, Department of Social and Behavioral Sciences, School of Nursing, University of California, San Francisco; Editor-in-Chief, Tobacco Control