

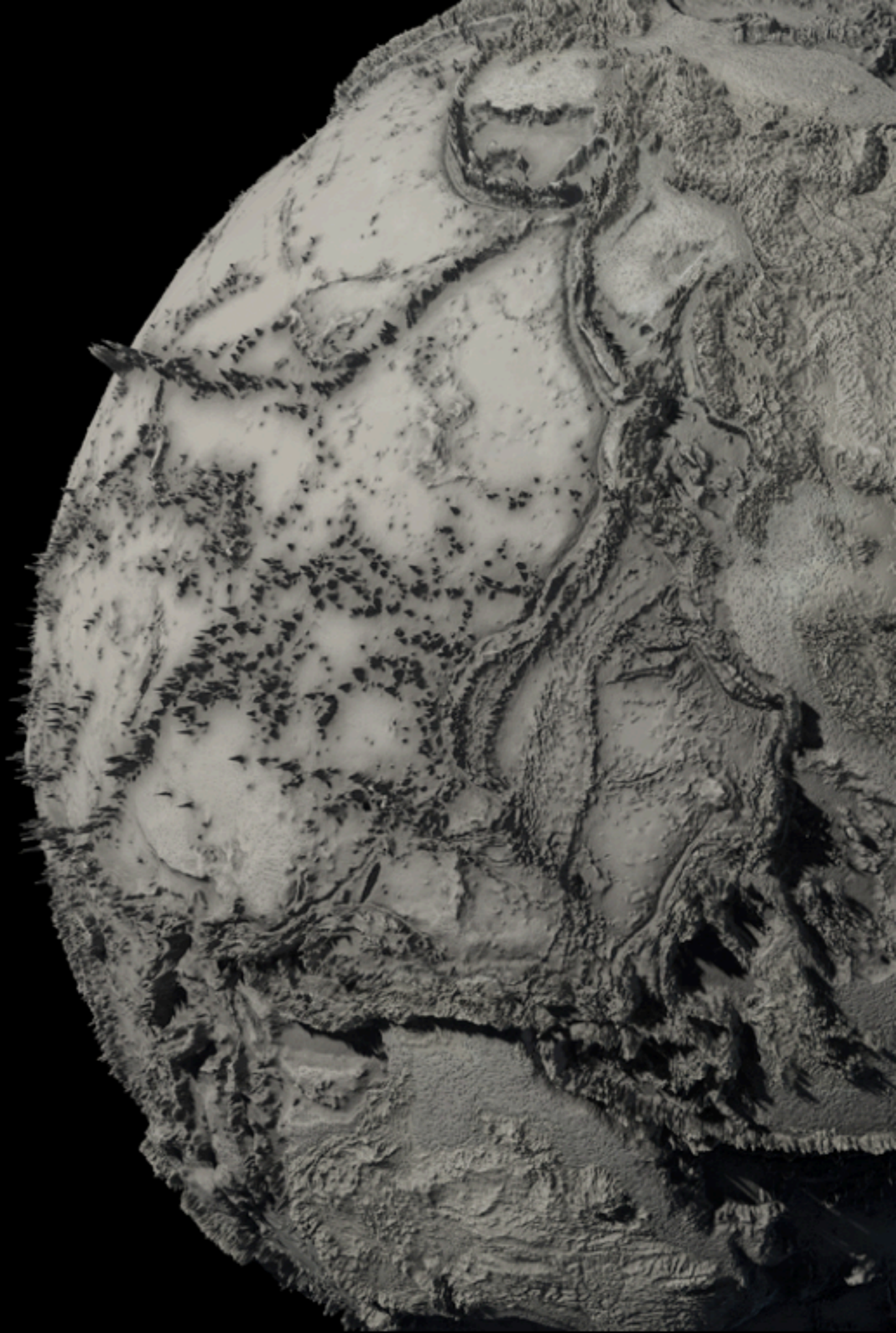
The Convenient Truth







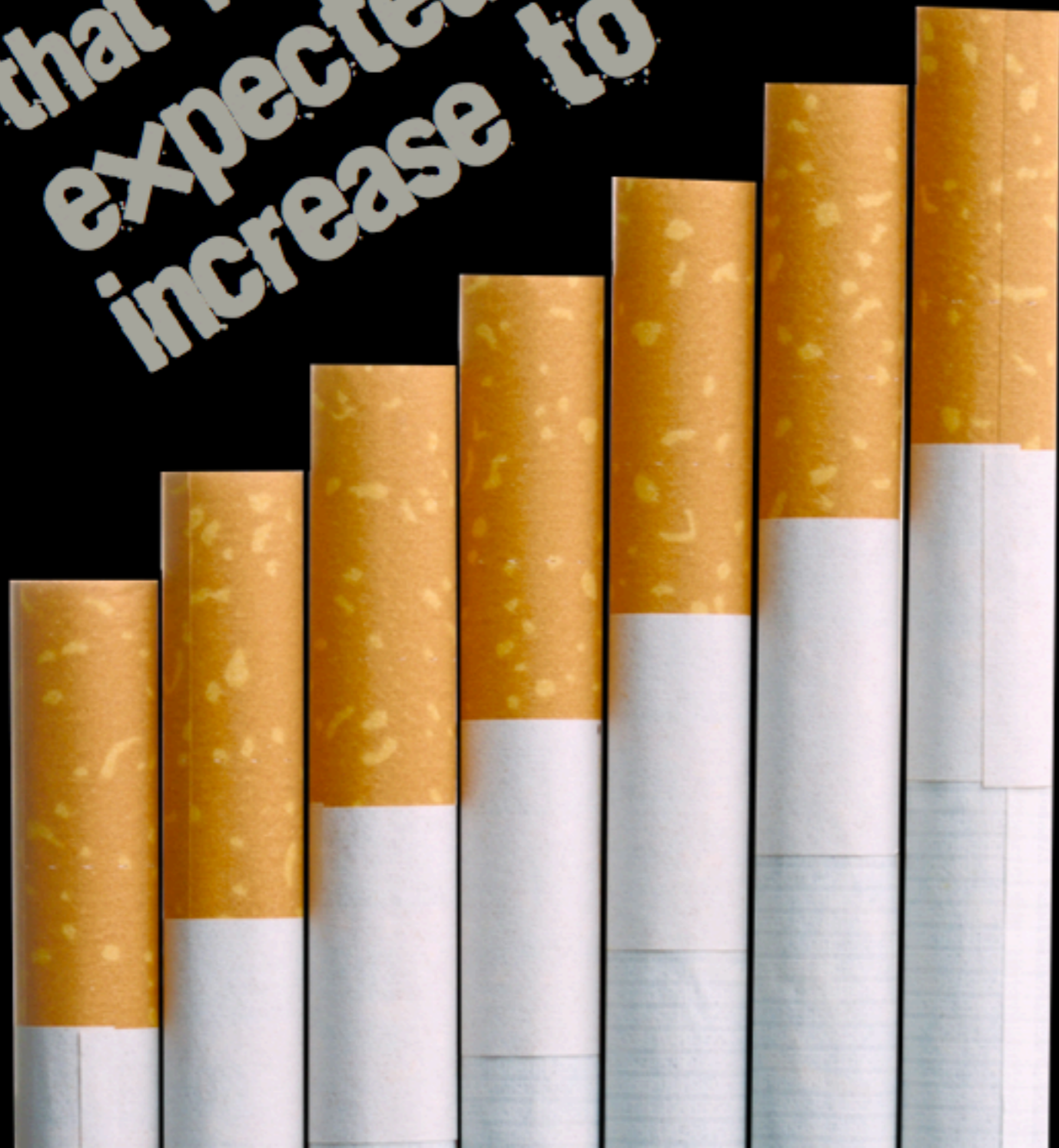
there are  
**1.1** billion  
smokers  
in the world today.



**and if current trends continue**

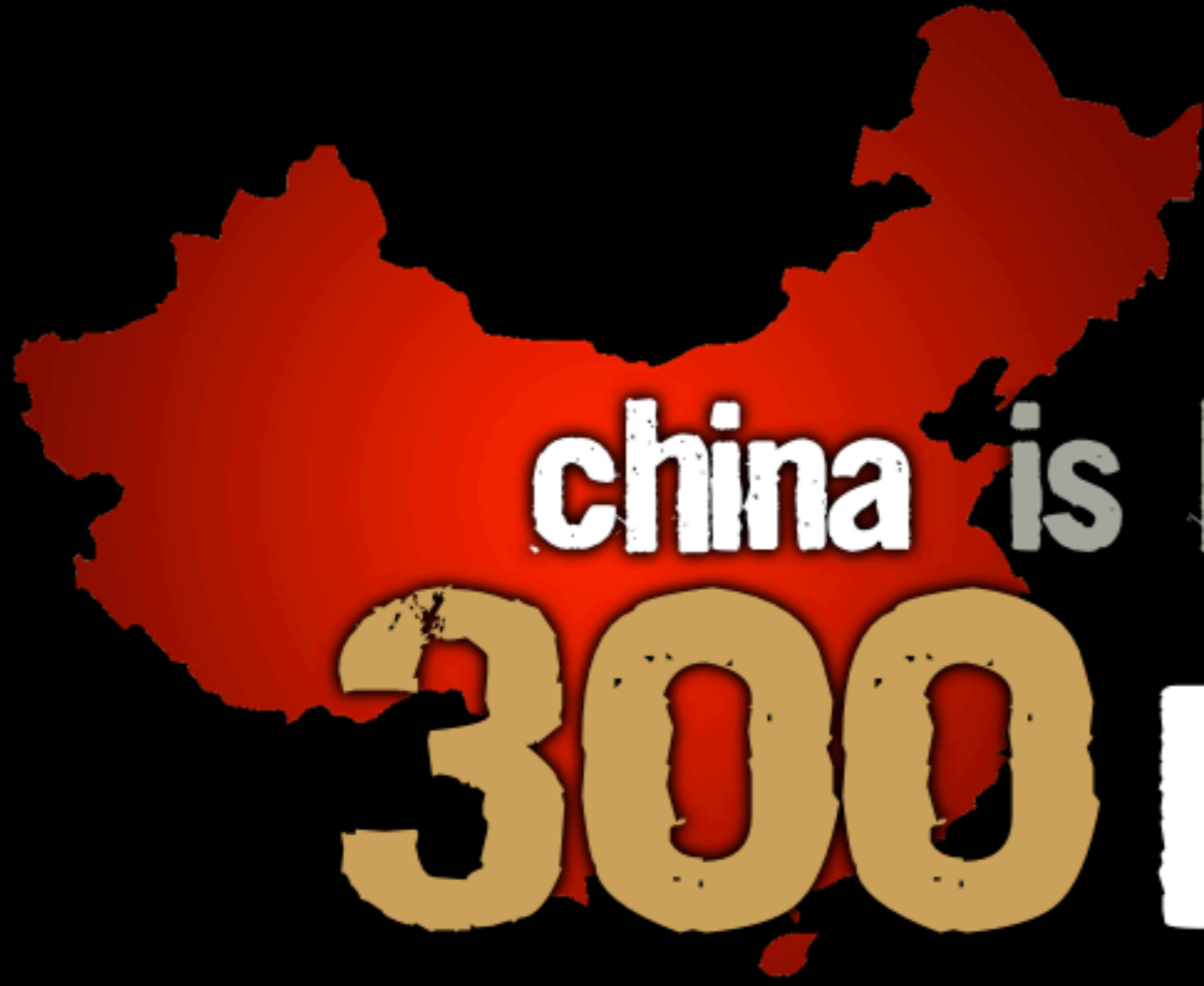


that number is  
expected to  
increase to



1.6  
billion

by the year 2025.



china is home to

300 million  
smokers

**who consume approximately**





**1.7 trillion**  
cigarettes a year,

**Of...**

**3 million**  
cigarettes a minute.



**10 million**  
worldwide.







**15 billion**  
are sold each day,



A high-angle, black and white photograph of a massive crowd of people gathered in a city square or street. The crowd is dense and extends far into the background. In the foreground, many individuals are holding up their smartphones, likely recording or taking photos. The scene is captured from an elevated perspective, showing the scale of the gathering. Overlaid on the left side of the image is text in a bold, distressed font. The number '5' is highlighted in yellow, while the rest of the text is white with a black outline.

and upwards of

**5 trillion**

are produced and used  
on an annual basis.

**five trillion cigarette filters  
weigh approximately**



**4,80,538**  
**bugatti veyrons,**





25



**25,000 semi trucks,**



A front-facing view of a Boeing 747-8 aircraft on a tarmac. The aircraft is white with a prominent blue stripe running along the upper fuselage. The nose and cockpit are visible at the top. The aircraft is parked on a paved surface, and several orange and white striped safety cones are placed around the base of the plane. In the background, there are airport buildings and a clear blue sky.

**2,500**  
**747s,**



or **10** cargo ships...





The background of the image is a dense, repeating pattern of discarded cigarette butts. The butts are scattered in various orientations, showing the orange-brown filter and the white ash. The overall color palette is dark and muted, with the text providing a sharp contrast.

**2 billion  
pounds!**



**it's estimated that**

**trillions of filters,**



A lit cigarette is shown at the bottom right of the frame, with a thick plume of white smoke rising from it. The smoke is captured in a way that shows its wispy, ethereal texture. The background is a solid, deep black, which makes the white smoke stand out prominently. The text is overlaid on the left and center of the image.

**filled with toxic chemicals  
from tobacco smoke,**

**make their way into  
our environment as**




**discarded waste yearly.**



**while they may look like**






**white cotton,**



**cigarette filters are made  
of very thin fibers  
of a plastic called**



The image displays a microscopic view of cellulose acetate, characterized by a porous, cellular structure. The cells are roughly circular or oval in shape, with a light-colored, translucent appearance. The walls of these cells are thin and slightly irregular, creating a network of interconnected voids. The overall texture is reminiscent of a sponge or a highly porous material. The text "cellulose acetate." is overlaid in the center-left portion of the image in a bold, white, sans-serif font with a black outline.

**cellulose acetate.**

**a cigarette filter  
can take between**



**18 months and 10 years  
to decompose.**



**a typical manufactured  
cigarette contains  
approximately**



**8 or 9 milligrams of nicotine,**



while the **nicotine** content of a cigar is





**100 to 200 milligrams,**



**with some as high as**



**400 milligrams.**



there is enough **nicotine** in  
four or five cigarettes to

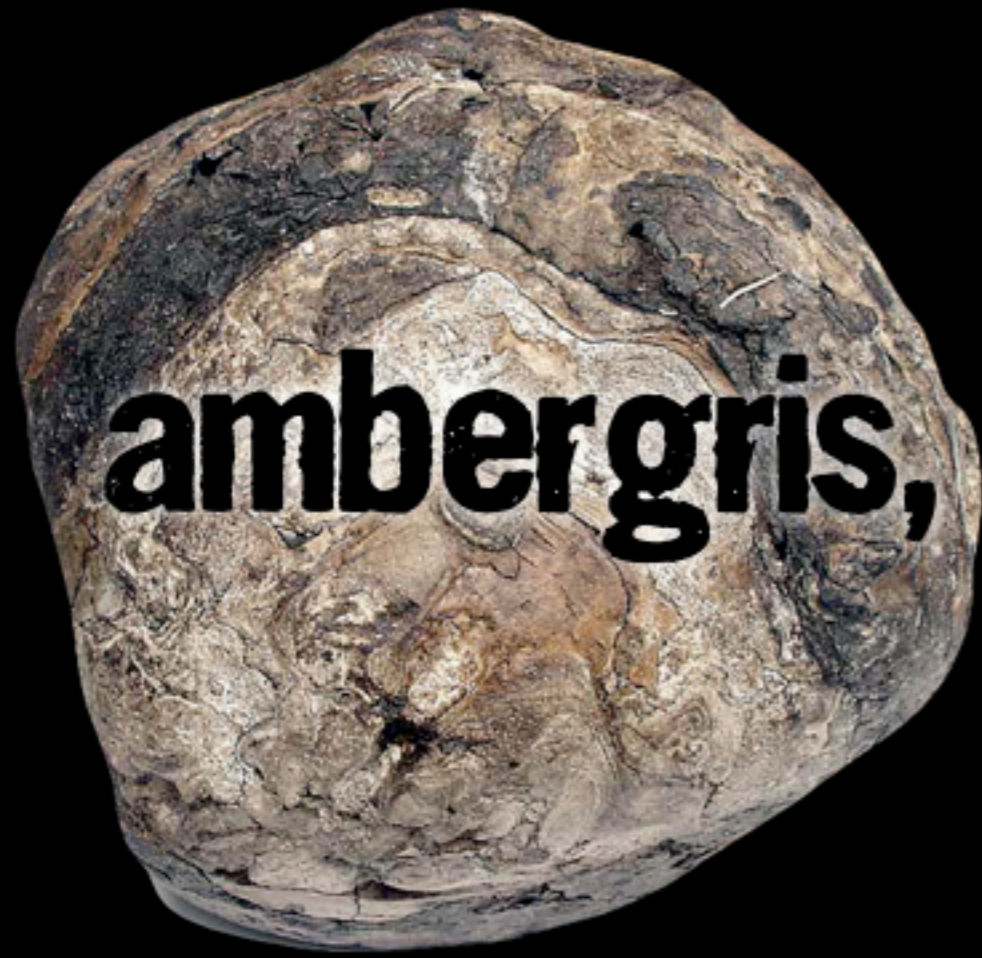




**kill an average adult  
if ingested whole.**







**ambergris,**

otherwise known as  
**whale vomit**  
is one of the hundreds  
of possible additives used in manufactured cigarettes.






**radioactive lead  
and polonium**

**are both present in low levels in cigarette smoke.**

**hydrogen cyanide**, one of the  
toxic byproducts present  
in cigarette smoke,







**was used as a  
genocidal chemical agent  
during world war II.**



**secondhand smoke  
contains more than  
cancer-causing chemical compounds,**

**50**



**11** of which are known to  
be group 1 carcinogens.

**kids are still picking  
up smoking at the  
alarming rate of**







**3,000 a day**  
**in the u.s.,**

and **80,000**



to **100,000**  
a day worldwide.

**one in five teens age 13 to 15**





**smoke cigarettes.**





**half of all long-term smokers**





**will die a tobacco-related death.**



**every...**





**eight...**





**seconds,**





**a human**





**life is lost**





**to tobacco use**





**somewhere**





**in the world.**



**that translates to approximately**

**5 million**  
**deaths annually.**





**tobacco use is expected to claim**

# the population of the united states



**the population of the united states**



**x3**





**one billion lives**  
this century

**unless serious anti-smoking  
efforts are made on a**





# global level





**spread  
the convenient truth** 





# credits:

[WHO/WPRO - Smoking Statistics 28 May 2002.](#) World Health Organization.

[Cigarette Litter - How Many?](#) Clean Virginia Waterways - Longwood University.

[Cigarette Litter - Biodegradable?](#) Clean Virginia Waterways - Longwood University.

[The Health Consequences of Smoking: A Report of the Surgeon General 2004.](#) Dept. of Health and Human Resources - Centers for Disease Control and Prevention.

[Nicotine - IDLH Documentation 16 August 1996.](#) Centers for Disease Control and Prevention.

[Radioactive Cigarettes 02 April 1980.](#) Tobacco Documents Online.

[The Health Consequences of Involuntary Exposure to Tobacco Smoke: A Report of the Surgeon Generals 04 Jan 2007.](#) U.S. Dept of Health and Human Services.

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