

**THE COST TO SOCIETY OF A PACK OF CIGARETTES  
IS TWICE AS HIGH AS THE RETAIL PRICE.**



**\$12.10**

ADDITIONAL COST PER PACK  
PASSED TO SOCIETY WITH  
ESTIMATED SMOKING-RELATED  
MEDICAL COSTS, MEDICAID COSTS,  
AND LOST PRODUCTIVITY.

Even if you don't smoke, you still pay the price.