



Mr Richard Burrows  
British American Tobacco p.l.c.  
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United Kingdom

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**Telephone** +31 30 2729 709

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Dear Mr. Burrows

We note with interest that the R. J. Reynolds Tobacco company, which is owned by British American Tobacco, and other tobacco companies have published corrective statement advertisements in the U.S.A. telling the American people the truth about your lethal products and related issues, including the adverse effects of smoking, the addictiveness of smoking and nicotine, lack of health benefits from products marketed as being less harmful than regular cigarettes, the true harms of second hand smoke, and the record of R. J. Reynolds Tobacco in intentionally designing cigarettes to make them more addictive.

We note also from the judgment in the US Federal Court by Judge Kessler that tobacco companies have been lying for decades, and "have marketed and sold their lethal products with zeal, with deception, with a single-minded focus on their financial success, and without regard for the human tragedy or social costs that success exacted". This is consistent with a recent UK High Court judgment in which Mr. Justice Green commented that the tobacco industry "facilitates and furthers, quite deliberately, a health epidemic".

We hope that you will share our view that European citizens are entitled to the same level of information as the American public about these companies' deceitful practices and the ways in which these companies and the tobacco industry more broadly have lied to the public and your consumers over decades.

As you will be aware, smoking kills some 700,000 citizens of the European Union every year, in large part because of the activities over time of global tobacco companies such as yours. We therefore call on your company to make a commitment to publishing the same corrective statements in European media outlets as those you are publishing in the USA and to run those advertisements for the same (12 month) duration and intensity as those being run in the USA.

We look forward to your response.

Yours sincerely,

Dineke Zeegers Paget,  
Executive Director of EUPHA - European Public Health Association