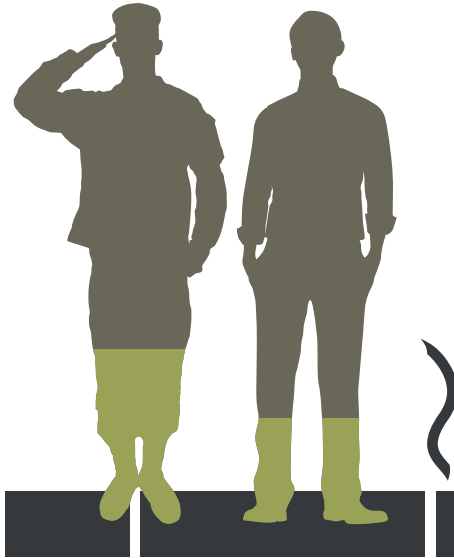


Tobacco use in the Military

Per product comparison of military vs. civilian usage

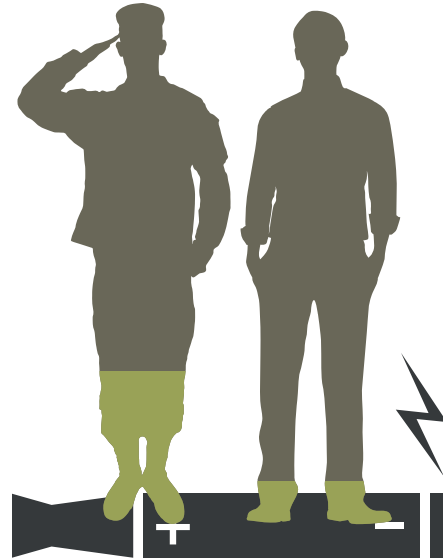
PROJECT
UNIFORM

Undoing Nicotine Influence From Our Respected Military



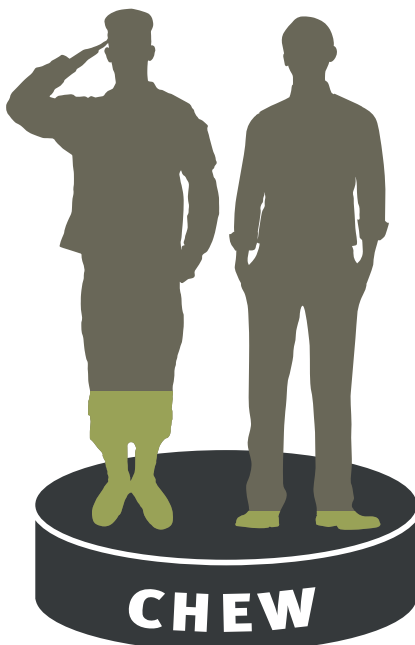
CIGARETTES

Military: 24%
Civilian: 12.8%



E-CIGARETTES

Military: 18%
Civilian: 3%



SMOKELESS TOBACCO

Military: 19.8%
Civilian: 1.08%



ALL TOBACCO PRODUCTS

Military: 49.2%
Civilian: 15.5%