

COUNTER BALANCE

"WE'RE PART OF THE HEALTH CARE TEAM. WE GAVE UP SELLING TOBACCO WELL OVER 20 YEARS AGO. WE PROMOTE HEALTH CARE AND SMOKING IS JUST SO AGAINST THAT." -- STEVE HOCHBERG, OWNER, RUTLAND PHARMACY

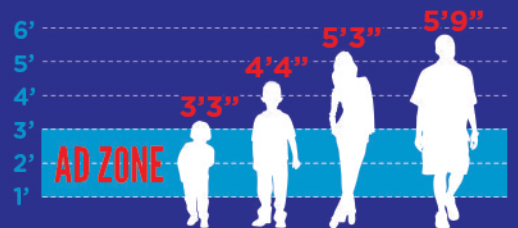
VERMONT PHARMACY OWNERS AGREE THAT TOBACCO AND PHARMACIES DON'T MIX - 98% OF INDEPENDENT PHARMACIES IN VERMONT ARE PROUD TO BE TOBACCO-FREE, BUT THE TOBACCO INDUSTRY STILL PROMOTES & SELLS ITS DEADLY PRODUCTS IN THE MAJORITY OF VERMONT'S CHAIN PHARMACIES. AS STORES COMMITTED TO HEALTH, THIS SENDS A MIXED MESSAGE.



TOBACCO IN VERMONT PHARMACIES – BY THE NUMBERS

35%

OF PHARMACIES THAT SELL TOBACCO HAVE TOBACCO ADVERTISEMENTS VISIBLE WITHIN 3 FEET FROM THE FLOOR – EYE-LEVEL FOR A YOUNG CHILD. AND ACCORDING TO INTERNAL TOBACCO INDUSTRY DOCUMENTS, "EYE LEVEL IS BUY LEVEL."



PHARMACIES

ARE THE MOST LIKELY

TYPE OF TOBACCO RETAIL STORES TO DISCOUNT THE DEADLY PRODUCT.



**HELP END TOBACCO'S
INFLUENCE ON VERMONT'S KIDS.**
VISIT **COUNTERBALANCEVT.COM**

 **VERMONT**
DEPARTMENT OF HEALTH

BOTTOM LINE: THE MORE OFTEN KIDS ARE EXPOSED TO TOBACCO ADVERTISING, THE MORE LIKELY THEY ARE TO START SMOKING.