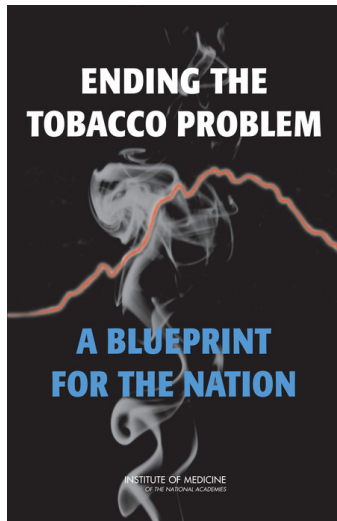


## Sales and Marketing of Cigarettes on the Internet: Emerging Threats to Tobacco Control and Promising Policy Solutions

(In: *Ending the Tobacco Problem: A Blueprint for the Nation*)



The nation has made tremendous progress in reducing tobacco use, yet tobacco-related illnesses and death continue to place a huge burden on our society. In its 2007 report *Ending the Tobacco Problem: A Blueprint for the Nation*, the Institute of Medicine's Committee on Reducing Tobacco Use: Strategies, Barriers, and Consequences offered a blueprint for the nation in the struggle to reduce tobacco use.

This Appendix to the report outlines the great potential for the sales and marketing of tobacco products on the Internet to undermine the progress that has been made in tobacco control. One important factor behind the threat posed by online tobacco sales is that tobacco is often sold tax-free online, allowing consumers to circumvent states' efforts to reduce tobacco use through excise taxes. In addition, the advertising restrictions that limit cigarette advertising on television, billboards, and other venues do not apply to online advertising, potentially offering an opportunity for tobacco companies to aggressively market products online. Internet-based sales can also make it easier for minors to access cigarettes. The Appendix concludes with a review of policy solutions and recommendations.

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