

A close-up photograph of the back of a pair of light blue denim jeans. The jeans show signs of wear, including a faded circular patch on the left pocket and some fraying at the waistband. The text is overlaid on the image.

DON'T BE
FOLED
DIP IS BAD NEWS



**The tobacco industry promotes dip as
safer than cigarettes.**

*Dip isn't safer — it contains more nicotine than
cigarettes, making them just as addictive.*

**The tobacco industry markets
dip to tough, hard-working,
rugged men.**

*Dipping causes tooth decay, gum disease, mouth
sores, oral cancer, bad breath, and addiction.
Not so rugged, is it?*

Call today for a free personalized plan to quit: 1-800-844-CHEW

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