



June 4, 2014

The Honorable Danilo Astori, President  
Senate of Uruguay  
Palacio Legislativo  
Av. de las Leyes s/n  
Montevideo, Uruguay

Dear President Astori:

As United States-based public health organizations dedicated to ending the tobacco epidemic, we are writing to express our strong support for Uruguay's effort to protect public health by implementing effective measures to reduce tobacco use consistent with the Framework Convention for Tobacco Control (FCTC). Specifically, we write regarding an April 24, 2014 letter sent to you by the US Chamber of Commerce protesting Uruguay's consideration of a legitimate life-saving policy which would prohibit tobacco products from being displayed by retailers.

Tobacco products are the only consumer products that kill when used as intended. Without effective tobacco control policies, tobacco products will kill one billion people this century. Through its letter, the US Chamber of Commerce, on behalf of the tobacco industry, is adding to its long history of using trade agreements to make spurious threats against legitimate non-discriminatory tobacco control policies.

Importantly, retail tobacco product display bans, which Uruguay is considering, are common globally including in the United Kingdom, Canada, Finland, Iceland, Australia, New Zealand, Norway and Ireland. Importantly, these policies have not been subject to a challenge under the WTO Agreement on Trade-Related Aspects of Intellectual Property (TRIPS). Russia's product display ban took effect on June 1, 2014. Countries that have banned the display of tobacco products are seeing positive effects. A study of four countries found that retail tobacco display bans significantly reduce exposure to tobacco marketing and impulse cigarette purchases.

Despite its claim of support for measures to achieve public health objectives, we are unaware of any instance where the US Chamber of Commerce has sent a foreign government a letter of support for any meaningful tobacco related public health measure. It is shameful for US business interests, which include tobacco companies, to use trade agreements as a cloak for advancing the interests of the tobacco industry. Altria, the US parent company of Philip Morris USA and US Smokeless Tobacco Company, sits on the board of the US Chamber of Commerce. The US Chamber of Commerce is not neutral in this debate. Uruguay joins a growing list of countries challenged by the US Chamber of Commerce in letters regarding tobacco control measures,

including Australia, Burkina Faso, the European Union, Ireland, Jamaica, Lithuania, and New Zealand.

Given the tobacco industry's ongoing abuse of trade agreements to threaten and bully governments globally, including lengthy and costly challenges to Uruguay's efforts to protect public health from the scourge of tobacco, we want you to know that we stand with you in your effort to protect the people of Uruguay from the deadly harms of tobacco use.

Sincerely,



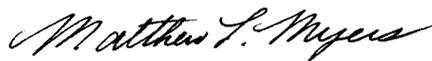
Christopher W. Hansen  
President  
American Cancer Society Cancer Action Network



Nancy A. Brown  
Chief Executive Officer  
American Heart Association



Harold Wimmer  
National President and CEO  
American Lung Association



Matthew L. Myers  
President  
Campaign for Tobacco Free Kids