

the tobacco industry. These sorts of campaigns contradict the tobacco industry's public relations message that it is only interested in selling e-cigarettes to adults who are unable to quit smoking.

Add to the fact that PMI can no longer show packs of Marlboro on store shelves or splash the iconic red Marlboro chevron on Formula One cars, it can promote the US\$69 billion Marlboro brand by putting it on the HeatStick product.

Saucy ad for E cigarettes could give people wro...

