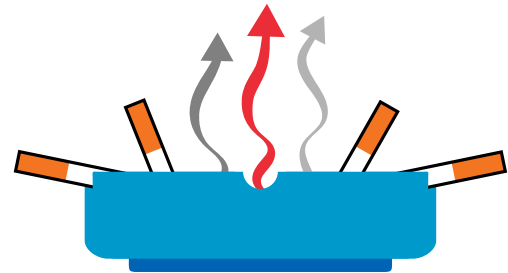


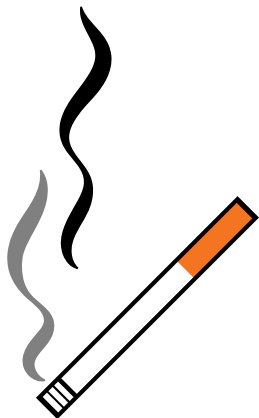
Live smoke-free to reduce your cancer risk



2 out of 10
Canadian adults smoke tobacco*

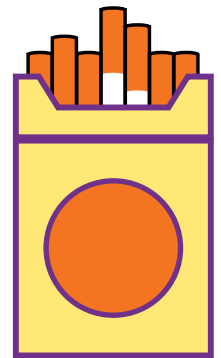


Smoking tobacco
is the leading cause of cancer



32,700
new cancer
cases are due to
smoking tobacco

If the trend continues,
the number of new
cancer cases due to
smoking tobacco will
increase from 32,700
to **46,900** in 2042



**Together, we could prevent about 50,200 cancer cases
by 2042 if more Canadians quit or didn't start smoking**

*Smoking tobacco is defined as smoking at least 100 cigarettes in a lifetime and includes current and former smokers. See website for details on data and additional definitions.