

110TH CONGRESS
2D SESSION

S. 2685

To prohibit cigarette manufacturers from making claims or representations based on data derived from the cigarette testing method established by the Federal Trade Commission.

IN THE SENATE OF THE UNITED STATES

MARCH 3, 2008

Mr. LAUTENBERG (for himself and Ms. SNOWE) introduced the following bill; which was read twice and referred to the Committee on Commerce, Science, and Transportation

A BILL

To prohibit cigarette manufacturers from making claims or representations based on data derived from the cigarette testing method established by the Federal Trade Commission.

1 *Be it enacted by the Senate and House of Representa-*
2 *tives of the United States of America in Congress assembled,*

3 **SECTION 1. SHORT TITLE.**

4 This Act may be cited as the “Truth in Cigarette La-
5 beling Act of 2008”.

6 **SEC. 2. PROHIBITION ON CLAIMS REGARDING TAR OR NIC-**
7 **OTINE YIELD LEVELS OF CIGARETTES.**

8 (a) FINDINGS.—Congress finds the following:

1 (1) Cigarette manufacturers have, through the
2 use of words, graphics, and color, sold, distributed,
3 and falsely marketed brands of cigarettes to con-
4 sumers as “light”, “low-tar”, “ultra light”, “mild”,
5 “natural”, and “low-nicotine”, implying that the
6 cigarettes are less harmful than other brands of
7 cigarettes.

8 (2) Many smokers switch to brands of ciga-
9 rettes marketed as “low-tar” or “light” out of con-
10 cern for their health, believing them to be less risky
11 or a step toward quitting.

12 (3) Recent studies have demonstrated that the
13 use of cigarettes described in paragraph (1) have not
14 resulted in any meaningful reduction of disease.

15 (4) In 2000, the Federal Trade Commission
16 issued a consumer alert warning smokers that “ciga-
17 rette tar and nicotine ratings can’t predict the
18 amount of tar and nicotine [a person] get[s] from
19 any particular cigarette”.

20 (5) The National Cancer Institute has con-
21 cluded that the marketing of cigarettes described in
22 paragraph (1) as having lower delivery of tar and
23 nicotine is deceptive to consumers.

24 (6) The marketing of one brand of cigarettes as
25 less harmful than another brand of cigarettes when

1 in fact there are no reduced risks is a serious
2 enough threat to public health and welfare that
3 there is a compelling governmental interest in ensur-
4 ing that statements, claims, or other representations
5 about cigarettes are truthful and not deceptive.

6 (b) DEFINITIONS.—In this section:

7 (1) CIGARETTE.—The term “cigarette” has the
8 meaning given such term in section 3(1) of the Fed-
9 eral Cigarette Labeling and Advertising Act (15
10 U.S.C. 1332(1)), but also includes tobacco, in any
11 form, that is functional in the product, which, be-
12 cause of its appearance, the type of tobacco used in
13 the filler, or its packaging and labeling, is likely to
14 be offered to, or purchased by, consumers as a ciga-
15 rette or as roll-your-own tobacco.

16 (2) ROLL-YOUR-OWN TOBACCO.—The term
17 “roll-your-own tobacco” means any tobacco which,
18 because of its appearance, type, packaging, or label-
19 ing, is suitable for use and likely to be offered to,
20 or purchased by, consumers as tobacco for making
21 cigarettes.

22 (c) PROHIBITION ON USE OF FEDERAL TRADE COM-
23 MISSION TESTING METHOD.—

24 (1) PROHIBITION ON USE OF FEDERAL TRADE
25 COMMISSION TESTING METHOD.—Notwithstanding

1 any other provision of law, effective 120 days after
2 the date of the enactment of this Act, a cigarette
3 manufacturer may not make any claims or any other
4 representations based on data derived from a ciga-
5 rette testing method established by the Federal
6 Trade Commission and in effect on the day before
7 the date of the enactment of this Act.

8 (2) ENFORCEMENT.—

9 (A) UNFAIR OR DECEPTIVE ACT OR PRAC-
10 TICE.—A violation of the prohibition described
11 in paragraph (1) shall be treated as a violation
12 of a rule defining an unfair or deceptive act or
13 practice prescribed under section 18(a)(1)(B) of
14 the Federal Trade Commission Act (15 U.S.C.
15 57a(a)(1)(B)).

16 (B) ACTIONS BY THE COMMISSION.—The
17 Federal Trade Commission shall enforce this
18 section in the same manner, by the same
19 means, and with the same jurisdiction, powers,
20 and duties as though all applicable terms and
21 provisions of the Federal Trade Commission
22 Act (15 U.S.C. 41 et seq.) were incorporated
23 into and made a part of this section.

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