

**THE PLAN  
THE PLAYERS  
CORRUPTION  
SILENCE**

**THE  
TOBACCO  
CONSPIRACY**

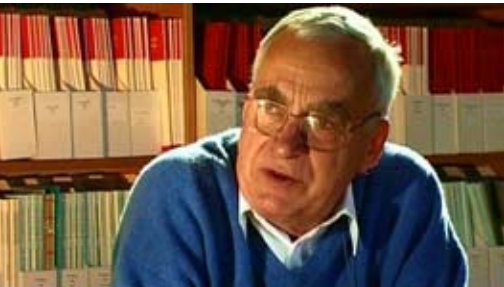
**THE BACKROOM DEALS OF A DEADLY INDUSTRY**



**A film by Nadia Collot**

A CO-PRODUCTION OF KUIV PRODUCTIONS  
AND THE NATIONAL FILM BOARD OF THE CANADA





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# THE TOBACCO CONSPIRACY

## THE FILM

Cigarettes kill 5 million people a year, but despite the mountain of evidence on the dangers of smoking, we continue to light up. Why?

A repentant ex-smoker, Nadia Collot is worried about future victims. For three years, the filmmaker travelled throughout North America, Europe and Africa, bringing to light the backstage scheming of the powerful tobacco industry. Her film paints a portrait of an unscrupulous, cynical industry that reflects the unbridled capitalism running rampant today.

A gripping investigative report, **The Tobacco Conspiracy** shows how cigarette makers have managed to expand their economic power to the detriment of public health. For almost five decades, the industry, with help from its spin doctors, has conspired to deceive consumers and lawmakers. To quench its thirst for profits, cigarette makers have denied the addictiveness of nicotine, mounted aggressive ad campaigns aimed at children and devised strategies to sway politicians and scientists. This well-researched film exposes the vast conspiracy of a corrupt, manipulative industry that boosts its market share through smuggling and dumping practices in poor countries that lack smoking regulations.

An opposition is organizing and scoring points. Thanks in part to anti-smoking groups, cigarette makers have been brought to court since the nineties and forced to compensate smokers. Nadia Collot intrepidly gathers information and interviews (some with anonymous whistle-blowers) and sheds light on the dubious practices of an industry adept at lobbying and fraud. No treaty or law has yet managed to stamp out the abuse committed by the tobacco cartel. The industry still has a healthy future ahead unless there's some political will from governments, whose efforts are undermined by the tax revenue they haul in from cigarette sales.

With its diverse viewpoints, this France-Canada co-production deftly defines the issues in a complex situation where private interests and the public good collide. Shocking images, shrewd anti-smoking ads, television archives, interviews and re-enactments combine to create a work of great relevance. Enlightening and engrossing, **The Tobacco Conspiracy** is a hard-hitting critique of an industry gone mad. Don't miss this film.

2005 - 52 min  
Order number: C 9105 154

## ABOUT THE FILMMAKER

Nadia Collot is a director and editor who has worked in film for 15 years. She has collaborated on dozens of reports and documentaries for European television. Humanity and society are the focus of many of her films, particularly **Le temps d'une génération**, **Ceinture noire et rouge à lèvres** and **Les forces occultes du succès** (winner of the Coup de cœur award at the Festival des films du monde de Belleville in 1997). She is completing a master's degree in ethnology in Paris. A filmmaker with a world view, Nadia is keenly interested in the Chinese people (**Hong Kong, le singe sacré**). As an editor, she has worked with Anne Andreu and Merzak Allouache.



Her latest film, a France-Canada co-production, exposes the corrupt schemes of the powerful tobacco industry. **The Tobacco Conspiracy** is an important step in the career of an already prolific filmmaker.

Direction, Script and Research **Nadia Collot**  
Assistant to the director **Vincent Sacripanti**  
Camera **Patrick Ghiringhelli, Nadia Collot, Marc Gadoury**  
Sound **Éric Messié, Richard Lavoie**  
Editing **Maureen Mazurek, Florence Ricard**  
Sound editing **Peter Lopata, MPSE**  
Music **René Schmid**  
Production **Marie-Hélène Ranc (Kuiv), Joanne Carrière (NFB)**

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ANGOA-AGICOA  
Centre national de la cinématographie

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