



Copyright 2001 Burrelle's Information Services
ABC News
SHOW: Women and Cigarettes: A Fatal Attraction (10:00 PM ET) - ABC
July 5, 2001 Thursday
TYPE: Special Program/Profile

LENGTH: 7322 words

HEADLINE: Smoking poses greater health risks for women

ANCHORS: Dr. NANCY SNYDERMAN

BODY:

Announcer: This is an ABC News Special.

Dr. NANCY SNYDERMAN, host:

(VO) You won't believe how many women are doing it--teen-agers, hot young stars, maybe even you. Young women lighting up cigarettes more and more. And did you know smoking hurts women more than men?

(OC) When you see pictures of yourself with a cigarette in your hand, do you cringe?

Ms. CHRISTY TURLINGTON: Oh, my God. It's awful.

SNYDERMAN: (VO) Tonight, the inside story of cigarettes and women. Generations of mothers and daughters targeted by ingenious ads promising sex appeal and independence.

Professor RICK POLLAY: It's part of your identity. The image is very important.

SNYDERMAN: (VO) You've come a long way, baby, but look where it got you. Your lungs, once pretty in pink, drowning now in tar, blackened and corroding every time you inhale.

Dr. STANTON GLANTZ: It's like a little toxic waste dump on fire.

SNYDERMAN: (VO) These teen-age girls think smoking looks cool, but this is what they could look like if they keep it up.

STACEY: (ph) Oh, yeah, I'm gonna cry.

SNYDERMAN: (VO) We'll show you amazing technology that detects more damage even X-rays can't see and watch this mother take her baby's breath away.

Dr. FRANK MANNING: We're not going to see any breathing here.

SNYDERMAN: (VO) Then, meet a group of smokers watching this report together. Will it hit home?

Who is walking out of here a nonsmoker? Join us now for an hour that could

Contact:

Michelle Slattery

**Spectrum Science
Public Relations**
1020 19th Street NW
Suite 800
Washington, DC 20036

(202) 955-6222

mts@spectrumsience.com



change your thinking and your habits, WOMEN AND CIGARETTES: A FATAL ATTRACTION.

Announcer: Here now, Dr. Nancy Snyderman.

SNYDERMAN: Good evening. Did you light up a cigarette today? Did someone you love? Despite everything we know about the dangers of cigarettes, we're raising a whole new generation of smokers in this country. And, increasingly, they are young women. What most people don't know is this: cigarettes are much more deadly for women than men. Think about that the next time you pick up a cigarette or see your favorite actress light up on the big screen.

(VO) It's Thursday night at the House of Blues in New Orleans, and there's a national deejay competition under way. For the young, hip crowd that's come to listen...

Unidentified Woman #1: Fill this out and you get your free sample pack.

SNYDERMAN: ...there are free Kool cigarettes, the sponsor of this evening's event. It's the latest trend in tobacco marketing, hot clubs and bars teaming up with cigarette companies to promote all sorts of events, all in the search for new smokers for their cigarettes. Increasingly, those smokers are women. In fact, young women represent the fastest-growing group of smokers in this country. And that has health experts worried. What women don't know is that they face the biggest risk of all.

Dr. DIANE STOVER: Cigarette for cigarette, women probably have a two times higher the risk of developing lung cancer.

SNYDERMAN: (VO) It's tobacco's smoky little secret; women who smoke get sicker and get sicker sooner than men who smoke. If you compare a man and a woman with similar smoking habits, women are twice as likely to die. Women like Deena Soloway, young and successful till cigarettes killed her. A photographer on TV and movie sets in Los Angeles, she underwent surgery for lung cancer at 25. Now her mother warns others at events like this, run against teen smoking.

Ms. SUSAN LEVINE: She died at age 28, still young, still beautiful, and a message to tell: 'You are never too young or too beautiful to get lung cancer.'

Deena had lost all speech about three weeks before she died. And she wrote down to me on a piece of paper, 'Continue on, because if I need to go, I want somebody else to learn from my mistakes in life.'

SNYDERMAN: (VO) Ask 100 women what their number-one cancer killer is and 75 will tell you breast cancer. They are wrong. While breast cancer killed 40,000 women last year, lung cancer's toll was more than 67,000. Nearly 90 percent of its victims die within five years of diagnosis.

So why are women lighting up? Some use it for weight control. Others think it's still glamorous, a sign of sophistication and independence. The images are everywhere, including on our television set. Millions of women are



addicted to HBO's "Sex and the City," and Sarah Jessica Parker's character, newspaper columnist Carrie, is addicted to cigarettes. So was Bridget Jones in this year's blockbuster movie. From the movies to models, sometimes it seems all the beautiful people smoke. Christy Turlington used to.

Ms. TURLINGTON: I started roughly at the age of 13.

SNYDERMAN: Do you remember thinking it was chic?

Ms. TURLINGTON: I do. And I remember smoking at a party, and someone, another girl, saying to me, 'Oh, wow, you look--you smoke so well.'

SNYDERMAN: (VO) Model, businesswoman and now anti-smoking crusader, Christy grew up surrounded by smoke. Her father, an airline pilot, was a smoker, too.

Ms. TURLINGTON: I grew up in a household where he smoked freely and in cars where, you know, windows were rolled up, and we were all in the back seat complaining and covering our noses and hating it. And at a certain point, I don't know, it just turned. And so, you know, I tried it, tried it again and tried it until I--until I liked it.

SNYDERMAN: (VO) When she decided to quit the habit, it took her six years to finally succeed. Her father, her hero, never could. Once strong, he began having pain.

Ms. TURLINGTON: And I can't really describe what it was, but I--I knew that he was sick.

SNYDERMAN: (VO) Lung cancer had silently taken hold. Despite surgery to remove his lung and intensive chemotherapy, Christy's father died just six months after his diagnosis. The disease literally took his breath away.

Ms. TURLINGTON: The--the last exhale was just very smooth and just kind of continued till there was none, and just so quick.

SNYDERMAN: (VO) Now Christy remembers her own smoking days with dismay.

(OC) When you see pictures of yourself with a cigarette in your hand, do you cringe?

Ms. TURLINGTON: Oh, my God. It's awful, awful.

SNYDERMAN: (VO) She had almost the same reaction when we showed her a photo spread in The New York Times Magazine in which Kate Hudson holds cigarettes like fashion accessories in half the pictures.

Ms. TURLINGTON: I mean, this is really unbelievable. I mean, I'm sure that Kate Hudson has no idea what that would do to other young people who might look up to a young starlet as herself, I mean, the same way that I didn't as a model.

SNYDERMAN: (VO) But do images like these really influence whether young people begin to smoke? Some studies show they do.



Mr. ROB REINER: And action.

SNYDERMAN: (VO) Hollywood director/producer Rob Reiner is convinced.

Mr. REINER: I think it's a big problem.

SNYDERMAN: (VO) And the problem recently hit close to home with last year's Castle Rock release "Proof of Life," where Meg Ryan smokes throughout the film.

Ms. MEG RYAN: So how am I doing?

Mr. REINER: This is an embarrassment for me, because that's a, you know, film coming out of my company. It was shocking to me to see Meg Ryan lighting up a cigarette.

SNYDERMAN: (VO) Reiner isn't opposed to all smoking in films, but wants actors, writers and directors to think more about whether it's really necessary.

Mr. REINER: Because I firmly believe if actors and directors knew that they are actually causing young people to start smoking as a result of that, they might think twice about it.

SNYDERMAN: (VO) And think twice about this: after dipping in the '70s and '80s, following the first surgeon general's report on the dangers of tobacco, smoking in the movies increased dramatically in the '90s. Coincidence or not, it paralleled an upswing in smoking among teens, especially girls. But it's not just the amount of smoking; it's who's doing it. According to one study, actors smoking are getting younger. (Clips shown from "Fight Club," "Reality Bites," "American Beauty," "Good Will Hunting")

Unidentified Actor: Well, we were just heading out to smoke. Do you want to join us?

SNYDERMAN: (VO) Take the film "Center Stage" and "Down to You," both popular with young females. In both movies, the young stars smoke. And here, the brand is identifiable, something else that concerns critics like tobacco researcher Stanton Glantz of the University of California San Francisco.

Dr. GLANTZ: Why did the little monsters in "Men in Black" have to be taking a carton of Marlboro cigarettes with them? Why does Julia Roberts have to be sitting there with a pack of Marlboro cigarettes between her legs?

SNYDERMAN: (VO) And it's not just Marlboro. Take this scene from "Stigmata," or this one from "Great Expectations."

Mr. REINER: Now, if I'm a cigarette company, I'm going like, 'This is, you know, eureka. I've hit pay dirt here.' And, basically, you've got a free commercial for Kools there and for cigarette smoking in general. It's fabulous.

SNYDERMAN: (VO) So as teens flock to the movies and rent videos in



ever-greater numbers, they're still getting the message smoking is cool. (Clips from "The Talented Mr. Ripley," "Stigmata") Studies show that 90 percent of smokers, like these young girls, start before they are 18. And new evidence indicates they may even become addicted more quickly than adults. And special brain scans of the prefrontal cortex indicate that the connections controlling impulsive behavior are not completely wired until adulthood, leading some researchers to believe that young smokers cannot comprehend the consequences of their actions. And young girls often begin smoking shockingly early. Susan Levine's daughter Deena was just 13.

Ms. LEVINE: Deena thought that smoking was very glamorous because every magazine had people smoking in it. The movie industry, every glamorous person had a cigarette in their hand. So Deena always imitated them.

SNYDERMAN: (VO) Sometimes girls imitate members of their own families. Gabby (ph) was just 12.

GABBY: My sisters were doing it, and my brother. 'Oh, well, I want to fit in, so if I do it, you know, they'll think I'm cool, you know, and accept me.' And I started doing it.

SNYDERMAN: (VO) Nikki (ph) was even younger.

NIKKI: Well, the first time I picked one up was when I was in, like, third grade. I was with just a couple of my friends, we all wanted to try it.

SNYDERMAN: (VO) By the time they are adults and want to quit, they often can't. And if they become pregnant, that cigarette can affect the baby, too, by increasing the risk of premature birth, low birth weight, mental retardation, and after the baby is born, sudden infant death. Yet, according to national surveys, a startling 20 to 25 percent of all expectant women smoke during their pregnancies. Lisa Keenly (ph) is among them.

Ms. LISA KEENLY: I want to quit. I just--I--I feel that I'm not motivated enough.

SNYDERMAN: (VO) Lisa, six months pregnant with her first child, is in the Bronx office of Dr. Frank Manning. An expert at high-risk pregnancy, he has spent over 20 years studying the effects of smoking on fetuses.

Dr. MANNING: Here's the baby's head up over here, the baby's tail is down over here. There's the baby's heart, to give us the landmark, that's the center of the baby's chest. Here's the baby...

SNYDERMAN: (VO) A fetus gets its oxygen from its mother's blood, but its lung muscles still move.

Dr. MANNING: See it right there, breath, breath, breath. See this little oscillation going on?

SNYDERMAN: Mm-hmm.

(VO) But watch what happens to that breathing when Dr. Manning allows Lisa to light up one of the 20 cigarettes she smokes each day to show her what



it's doing to her baby.

Dr. MANNING: What you're going to see, we're not going to see any breathing here.

SNYDERMAN: (VO) The lungs stop as the cigarette smoke cuts down the amount of oxygen in the baby's blood supply. Here you see much less movement of the chest wall compared to the ultrasound image taken while the baby is breathing.

(OC) Do you think it's at all possible to leave here today and not smoke another cigarette?

Ms. KEENLY: I can try. I can try.

SNYDERMAN: (VO) Just seeing what each cigarette does to her baby worries Lisa enough to cut her smoking in half. But she still can't quit. Quitting is difficult. Recent studies have shown that women have an even harder time stopping than men. And researchers are trying to discover why. Every year, millions try to stop, but only 2 percent succeed. The rest go on puffing, and some, like Deena, end up dying.

Announcer: The hidden hazards of starting young. Go to abcnews.com. And next, how women got hooked. WOMEN AND CIGARETTES: A FATAL ATTRACTION, brought to you by...

(Commercial break)

Announcer: WOMEN AND CIGARETTES: A FATAL ATTRACTION. Once again, Dr. Nancy Snyderman.

SNYDERMAN: Once, smoking was only for men. So why did women start? Well, we were sold, and sold hard on it. Smoking is independence. Smoking keeps us thin. Smoking keeps us calm. No one ever said it would end up killing more women each year than breast cancer. So where are the marches, the rallies, the anger? Where are the leaders speaking out and saying, 'Enough'?

(VO) Millions of us do this tens of millions of times a day. And when we do, this is what happens each time we take that puff. The smoke travels from our throat into our bronchial tubes, then deep into our lungs until it finally reaches each individual cell in our body, where it wreaks destruction and sometimes causes death. But smoke is not an equal-opportunity killer. And now new research is pointing out why.

Dr. STOVER: It seems that women break down carcinogens, or cancer-producing products in cigarette smoke, differently than men.

Take a deep breath.

SNYDERMAN: (VO) Dr. Diane Stover, chief of pulmonology at New York's Memorial Sloan-Kettering Medical Center, says that while men can break down many compounds in cigarette smoke into harmless chemicals, women cannot. In fact, there is evidence our hormones may make them even more potent.



Dr. STOVER: They become more active and go into cancer-producing products.

SNYDERMAN: (VO) This is a human lung. And this is tar, the thick, oil-like substance that carries all those cancer-causing chemicals into the lungs with every drag on a cigarette. This is what a pack-a-day smoker breathes in each year. Imagine what it's doing to your lungs. Dani Woodrum (ph) of Chesnee, South Carolina, knows what it did to hers. After smoking for eight years, she inhaled her last cigarette when she was 25, the day her father got a serious scare about his own smoking.

Unidentified Woman #2: You can breathe, but don't move.

SNYDERMAN: (VO) At age 32, Dani was told what she thought was pneumonia was lung cancer instead. The mother of three was stunned.

Ms. DANI WOODRUM: I thought I was too young for that. And I thought, 'Oh, I'll stop smoking soon enough.'

SNYDERMAN: (VO) Doctors removed her left lung, and she endured months of chemotherapy and radiation. Today, she and her husband are back at Duke University, where her cancer was treated. Dr. Jennifer Garst is her oncologist.

Dr. JENNIFER GARST: How have you been since the last time I saw you?

Ms. WOODRUM: Oh, good. Every time something hurts, I worry. And then the next day it doesn't, so I know that it's OK.

Dr. GARST: Yeah.

Ms. WOODRUM: I'm a hypochondriac now.

Dr. GARST: We look at the lateral, the side view...

SNYDERMAN: (VO) Though Dani is doing well, fear of a recurrence is never far from her mind.

Dr. GARST: Yes, this is good news.

Ms. WOODRUM: I knew we could easily go home to our children or we could go to the chemotherapy room. So I--we just walk a fine line every time we come.

SNYDERMAN: What cancers in the body can you relate to cigarette smoking, besides cancer of the lung?

Dr. STOVER: The nose, the sinuses, the throat, the vocal cords, the esophagus, the stomach, the pancreas, the kidney, uterus, cervical cancer and some indication that colon cancer might be related to smoking. Personally, I think probably all cancer somehow is related to tobacco use.

TEXT:

Nose Sinuses Throat Vocal Cords Esophagus Stomach Pancreas Kidney Uterus



Cervix Colon Bladder Liver

SNYDERMAN: (VO) And one very controversial theory debated by medical researchers right now is a link between smoking and breast cancer. Dr. Glantz believes the link is real.

Dr. GLANTZ: There's about a 30 percent increase in risk of breast cancer among people who are both smokers and passive smokers. And that, if you look at what fraction of breast cancer that would account for, it's like a third.

SNYDERMAN: (VO) Why? The cancer-causing chemicals in smoke accumulate in fatty tissue. That may make breast tissue, which is high in fat, a target.

Dr. GLANTZ: And there's one or two studies showing that exposure of girls during puberty and first pregnancy are the highest-risk times. And those are periods of rapid development in the breast, and that's when you would expect the carcinogens to be the most dangerous.

SNYDERMAN: (VO) How did we become a nation where 35 percent of high school girls and 30 percent of college women smoke, risking all kinds of smoking-related diseases?

TEXT:

heart disease early menopause osteoporosis infertility emphysema premature aging

SNYDERMAN: (VO) Year by year, woman by woman, they were aggressively recruited, sold the image, according to marketing Professor Rick Pollay, who has testified in trials against big tobacco.

Prof. POLLAY: Cigarette is known as a badge product. And as you wear the cigarette before you consume it, you display it to yourself and to others. It's part of your identity. The image is very important.

SNYDERMAN: (VO) Pollay has studied how those cigarette advertising images affect women. Take this ad for Winston.

(OC) This is a tough ad. I mean, the woman's got her cigarette hanging out of her mouth.

Prof. POLLAY: That toughness is appealing to that rebellious nature, and it's not just rebellion against parents. This is also now the rebelliousness of smokers.

SNYDERMAN: Rebellion sells. So do the messages behind these ads for Virginia Slims.

Prof. POLLAY: All of this is just a notion of independence and autonomy. It's a way of--of appealing to women's desire to--to be competent and effective in the modern world.

SNYDERMAN: (VO) But while the ads are modern, some of the messages date back



to the 1920s, when smoking by women was considered scandalous. The Charleston was in, and suffragettes had just won the right to vote when tobacco companies first took aim at women. Two marketing campaigns would set the stage for years to come. Message one: smoke and stay thin.

Prof. POLLAY: Here's an ad for Lucky Strike that shows the--the shadow of the fat chin and "Reach for a Lucky Instead." And the campaign had been, 'instead of a sweet.' So, 'Don't eat candy, smoke instead.'

SNYDERMAN: (VO) The message sold cigarettes. So did a second Lucky campaign. This time, the tobaccomaker convinced ten debutantes to smoke in the Easter Day parade. It called their cigarettes torches of freedom. Message two: smoking is independence. By the 1930s, smoking rates among women had tripled. Tobacco companies even held classes on the subject.

Prof. POLLAY: They went to great pains to teach women how to smoke.

SNYDERMAN: Lick your lips so your cigarette doesn't stick.

Prof. POLLAY: That's correct.

SNYDERMAN: How to open up a pack of cigarettes. How...

Prof. POLLAY: And how to butt out a cigarette. The idea was how to handle a cigarette and not look unladylike.

SNYDERMAN: (VO) Over the next 20 years, cigarettes were romanticized in songs. Glamorous celebrities appeared in cigarette ads. Movies...

Ms. LAUREN BACALL: May I?

SNYDERMAN: (VO) ...and television helped spread the image, too.

Mr. DESI ARNAZ: (From television show) Hey, the last one. You better get another pack.

SNYDERMAN: (VO) By the 1960s, one in three American women was lighting up. The second wave of the women's movement had kicked into gear. And on its heels, the launch of Virginia Slims...

Unidentified Advertisement Announcer #1: In 1910, Mrs. Pamela Benjamin was caught smoking in the gazebo.

SNYDERMAN: ...the first cigarette made just for women. Once again, images of women's independence and thinness were used to sell cigarettes.

Unidentified Advertisement Announcer #2: Tailored for the feminine hand, slimmer than the fat cigarettes men smoke.

SNYDERMAN: (VO) The Virginia Slims campaign triggered the biggest growth in tobacco advertising targeting women. At the same time, fears about the dangers of smoking were growing, too, and some women were beginning to quit. Industry responded by introducing new low-tar and light cigarettes. And we bought them in record numbers.



Prof. POLLAY: Women, whether they're either more motivated or more gullible, it's hard to say. But they've been first to accept these new-and-improved product forms. And "new-and-improved" should be in quotation marks, because they're not much improved.

SNYDERMAN: (VO) In fact, smoking-related deaths among women were on the rise and would continue to grow.

(OC) Should women feel used?

Prof. POLLAY: Well, I think they should feel that they've been psychologically exploited, that there's been careful research to understand what will entice them into smoking and that the ad's carefully crafted to appeal to those what are known as hot buttons.

SNYDERMAN: (VO) When cigarette commercials were banned from the air in the early '70s, ads in women's magazines quadrupled. But those same magazines had barely a peep about the dangers of smoking. Then in 1990, Grace Mirabella, the longtime and legendary editor of Vogue, launched her own magazine, Mirabella, and published a series of daring articles about tobacco marketing to women.

Ms. GRACE MIRABELLA: I suddenly got angry and thought, 'We've got to tell them, they've got to get this word out there. They've got to know that they're target practice.'

SNYDERMAN: (VO) We asked Philip Morris and RJR for interviews about their marketing techniques. Both refused, though RJR did send us a letter saying, "We do not encourage nonsmokers to start smoking." And, "We do not want children to smoke." Today, women's magazines are still filled with tobacco advertising, and some critics believe it affects how smoking is covered. Last year, 15 leading women's magazines carried nearly 650 health articles--19 on breast cancer, but only two on smoking. Grace Mirabella wonders why editors haven't been more responsible.

Ms. MIRABELLA: What's amazing to me is that women haven't gotten together to fight being the target for lung cancer. They get together to do things, women against drunken drivers, women and breast cancer.

Ms. LEVINE: Good morning, everybody.

SNYDERMAN: (VO) Deena's mother, Susan Levine, is a breast cancer survivor, but she wears the transparent ribbon of lung cancer in memory of her daughter because, she says, the disease is invisible. She has tried unsuccessfully to get celebrities or the fashion industry involved in her cause.

Ms. LEVINE: Nobody, not one celebrity or not one person that--that--whose name is well known that would like to be connected with lung cancer.

SNYDERMAN: Why do you think that is?

Ms. LEVINE: I think because it's one of the ugliest cancers of all cancer.



Because also, lung cancer has the phenomena that you did it to yourself.

SNYDERMAN: (VO) After Christy Turlington's father died of lung cancer, she wanted to warn other smokers about the dangers they face.

Ms. TURLINGTON: (From ad) My life, there are two people in my family who've quit smoking: me and my dad.

Ms. SNYDER: (VO) She found she was the only major celebrity willing to speak out on the issue.

Ms. TURLINGTON: (From ad) ...nothing worked. When I finally did quit for good, I knew it was one of the biggest accomplishments of my life.

SNYDERMAN: (VO) She is now working with the Centers for Disease Control to get her story out.

Ms. TURLINGTON: (From ad) My dad, it was different for him. He stopped December 1996, just six months before he died from lung cancer.

There is an incredible stigma attached to lung cancer or--or...

SNYDERMAN: A blame-the-victim mentality?

Ms. TURLINGTON: Mm-hm. 'You knew what you were dealing with. You know, it's your fault. You, you know--you deserve this.'

Ms. SNYDER: But with lung cancer, whose fault is it?

Ms. TURLINGTON: I really think that it might be a choice to--to pick up your first cigarette, but once you're addicted, it's a whole other thing. And then it's not a matter of choice anymore.

Announcer: Can secondhand smoke hurt you? Find out on abcnews.com. Coming up, a test that can save your life when WOMEN AND CIGARETTES: A FATAL ATTRACTION returns.

(Commercial break)

Announcer: WOMEN AND CIGARETTES: A FATAL ATTRACTION, with Dr. Nancy Snyderman, will continue after this from our ABC stations.

(Commercial break)

Announcer: WOMEN AND CIGARETTES: A FATAL ATTRACTION. Here again, Dr. Nancy Snyderman.

SNYDERMAN: There are two things most smokers do to make themselves feel safe: get yearly chest X-rays and smoke light cigarettes. But it turns out neither really matters. X-rays rarely catch problems until it's too late, and light cigarettes aren't really safer. So now, let me introduce you to some women who will give you the unfiltered facts.

(VO) Nine out of 10 people with lung cancer don't get diagnosed until it's



too late because X-rays usually don't pick up the problem. Dani Woodrum had several X-rays taken when she began feeling chest pains. None of them showed the tumor in her lungs. Christy's father got a chest X-ray every year, his last just months before his death. But she says it never caught the cancer spreading in his body, either.

Ms. TURLINGTON: Even when he first started to get the symptoms for the lung cancer, nothing showed up.

SNYDERMAN: (VO) Dr. Henchky of New York Hospital says there is a way to diagnose the disease earlier with a new test called a spiral CT scan. Regular X-rays only pick up lung cancers early enough to be cured 7 percent of the time. The spiral CT improves those odds to 80 percent.

Dr. CLAUDIA HENSCHKE: So 80 percent are in that earliest form where it's small, where it's curable, where a simple surgery will remove it, and there's a great chance that that person will be cured for life.

SNYDERMAN: (VO) Here you see what looks like a normal chest X-ray. Here, a spiral CT scan of the same lung. This tiny spot is a cancer that doesn't show up on the X-ray. Because she grew up around secondhand smoke and smoked herself, Christy Turlington wanted to get the new test.

Ms. TURLINGTON: Still in the back of my mind I think having seen my father, you know, die so quickly...

Unidentified Medical Personnel: You'll be hearing some breathing instructions. Basically...

Ms. TURLINGTON: ...I want to know that I'm OK.

SNYDERMAN: (VO) Unexpectedly, Dr. Henchky says some of the airways in Christy's lungs are showing extremely subtle changes.

Dr. HENSCHKE: I do see a little bit of emphysema...

Ms. TURLINGTON: Really?

Dr. HENSCHKE: I'm glad you stopped. See, this is very, very early, and there's nothing--nothing for you to worry about.

SNYDERMAN: (VO) The changes in Christy's airways are so minute that no other screening device would have even discovered them. They don't cause any symptoms, and they never will. Without the scan, she wouldn't even know about them. They don't affect her lung capacity at all. Christy is lucky. She is completely healthy because she stopped smoking in time.

Dr. HENSCHKE: You should be fine, and I see nothing else.

SNYDERMAN: (VO) But if Christy had remained a smoker, the outcome could be quite different. Doctors say these kinds of changes often lead to severe emphysema in long-term smokers.

Dr. HARVEY EISENBERG: I have never seen an active smoker that I couldn't



show substantial destruction going on in their lungs that we never...

SNYDERMAN: (VO) California Doctor Harvey Eisenberg's total body scan shows incredible detail. This is normal lung tissue.

Dr. EISENBERG: It looks like a sponge, because the lung is a sponge.

SNYDERMAN: Right.

Dr. EISENBERG: It's there to absorb.

SNYDERMAN: (VO) Here is a lung riddled with emphysema. It looks like Swiss cheese.

Dr. EISENBERG: So this is like the old sponge that's rotted away and can't absorb anymore, and that's what emphysema really is.

SNYDERMAN: (VO) Severe emphysema is a debilitating disease where the air sacs of the lungs deteriorate leaving patients dependent on oxygen tanks and gasping for breath. This next scan shows an early-stage lung cancer.

Dr. EISENBERG: This is actually a mass, a tumor, and that's what a cancer would look like.

SNYDERMAN: (VO) I know all about cancer. I'm a head-and-neck surgeon, and cigarettes cause most of the disease I see: of the mouth, tongue, throat and larynx. Katherine Lauth is 37 and has been my patient for seven years. Her problem began with a tiny sore on her tongue. Katherine, an assistant district attorney, smoked for just seven years, just half a pack a day.

Ms. KATHERINE LAUTH: It seemed like that smoking made--over a pretty short time, like two or three months--made that little cut become bigger and bigger.

SNYDERMAN: Right.

(VO) That sore was the beginning of tongue cancer. The usual treatment is surgery to remove the cancerous portion of the tongue. But Katherine wanted to preserve her ability to speak, and she opted for radiation and chemotherapy instead. It worked, but the treatment injured her face muscles.

Ms. LAUTH: And I feel blessed every day I'm alive.

SNYDERMAN: (VO) Her lisp is the result. The enormous dose of radiation it took also damaged the muscles in her shoulder, making her left arm useless. But Katherine is alive and still practicing law.

Ms. LAUTH: And I just wish if one young woman would not think it was cool and would not do it because they thought it was glamorous. It's not fun. It's--it's not worth it.

SNYDERMAN: (VO) Smokers face other increased risks as well. Heart disease is women's number-one killer, and women who smoke triple their risk over



nonsmokers. That's because the chemicals in smoke damage blood vessels. You can see it here in this infrared picture of the circulation in the hand. Now look at just what one cigarette does. The blue color means that the blood vessels have constricted as circulation is cut down. And young women who smoke and take birth control pills greatly increase their risk of blood clots and stroke. But serious health problems are far from the minds of most young girls when they pick up their first cigarette. They just want to fit in.

NIKKI: And I was just doing it to look good.

SNYDERMAN: (VO) We gathered this group of Florida teenagers together over pizza to ask why they smoked. At 14, Nikki is already a veteran.

NIKKI: You get addicted. It's like your friend.

SNYDERMAN: (VO) Jen (ph) began at 13, blowing the smoke out her bedroom window to hide its smell.

JEN: It didn't taste good, but I don't know why I just kept doing it. I just kept doing it. I guess--I guess I was just trying to fit in.

SNYDERMAN: (VO) And they smoked to rebel.

ANNE: (ph) When teens are told not to do something, they want to do it more.

SNYDERMAN: (VO) Or when they're upset.

GABBY: My mom and my stepdad had gotten divorced, and I kind of took it really hard. So me and my friends thought, 'We'll just try smoking.' So we did, and it's 'Oh!' I liked it.

SNYDERMAN: (VO) It is young smokers like these that Christy is trying to reach.

When Brooke Shields years ago stuck cigarettes up her nose and out of her ears and sort of made fun of the whole tobacco thing, what did the other models say?

Ms. TURLINGTON: It's a great campaign now that I look at it, but at the time I remember thinking, 'Oh, what a goody-goody.'

SNYDERMAN: How will a teenager listen to you now and believe you?

Ms. TURLINGTON: I'm talking about my experience as a person who is addicted to tobacco. I sta--I started smoking at a critical age when most young people start to pick up a cigarette, and they can relate to that honesty.

SNYDERMAN: (VO) Christy, like these girls, grew up with smoke. A smoking parent doubles the risk that a child will, too. But these girls have all enrolled in a special class at Lyman High School in Altamont Springs to help them stop.



STACEY: It takes up a lot of money, and it's not healthy, and it's unattractive.

SNYDERMAN: (VO) They learn to be aware of the triggers that make them want to smoke: stress, depression, boyfriends, parents. And they are taught alternatives to satisfy the cravings, like deep breathing or licking a lollipop or writing in a journal.

Unidentified Woman #3: One, two, three...

Stop-Smoking Class: (In unison) I am ready to stop smoking.

SNYDERMAN: (VO) Jeanie Newman (ph) is a 49-year-old teacher in Westchester, New York. She started smoking when she was a teenager, too. She's been hooked ever since.

Ms. JEANIE NEWMAN: I'm obviously very dependent on it, whether it's the chemical dependency of nicotine, whether it's the behavioral dependency.

KATIE: It was not seven weeks.

Ms. NEWMAN: It was.

SNYDERMAN: (VO) Her 13-year-old daughter, Katie, has so far resisted the destiny of most children of smokers, who become smokers themselves. She wants her mom to quit.

KATIE: The point is that you started up again.

It's nasty. It's trashy. She's acting like she's, like, 20, and it's not great.

Ms. NEWMAN: Everything she says is right, you know? I do hold myself to a higher standard except for this.

SNYDERMAN: (VO) Jeanie even switched to a low-tar, low-nicotine brand to ease her worries about health risks.

Ms. NEWMAN: I thought it was a healthier cigarette for me to have.

SNYDERMAN: (VO) Not exactly. It turns out you cannot necessarily tell how much tar or nicotine you're getting, no matter what it says on the pack. That's because the Federal Trade Commission, or FTC, tests cigarettes using a method that greatly underestimates the tar and nicotine that smokers inhale. And those are the numbers that legally appear on cigarette packs. Real people smoke differently. Here at the American Health Foundation in New York, researchers compared the government, or FTC standard, against actual smokers. We bring Jeanie in for a test. This machine calibrates the way she smokes. And then the FTC machine is set up to mimic it. Dr. Mirjana Djordjevic shows Jeanie she is actually getting three times more tar and nicotine than the FTC test of her brand of cigarette indicates. You can see it on these filters. Much of this is going right into her lungs.

Dr. MIRJANA DJORDJEVIC: You know, there is no safe cigarette. And there is



no such thing like 'light.'

Ms. NEWMAN: I'm furious. I feel duped. I'm amazed at how much I learned. I thought that I was smoking a safer cigarette. It's not safer.

SNYDERMAN: (VO) That sludge is where the real killers are; from carbon monoxide to cancer-causing chemicals to toxic metals--more than 4,000 chemicals in all.

Dr. GLANTZ: The way I look at a cigarette is it's like a little toxic waste dump on fire.

SNYDERMAN: (VO) The tar, not the nicotine, contains the harmful chemicals. Nicotine is just the lure, the drug that gets you hooked. And it's powerful, too. It's the only drug that works on two parts of the brain; energizing and calming at the same time.

Ms. NEWMAN: Why I keep doing this is beyond me, you know? So, I mean, don't you think I'm at that point where it's time just to say, 'enough'?

SNYDERMAN: (VO) Six weeks after our test, Jeanie does quit. It's a big 50th birthday present to herself.

And how are our Florida teenagers doing?

Woman #3: Let me just ask right off the bat, raise your hand if you have quit completely.

SNYDERMAN: (VO) Jen and Nikki and Gabby have stopped. Stacey and Anne are still puffing away. The fears of dying have certainly not motivated them. The concern about their looks is another matter. Smoking can cause sallow, yellow skin, stained fingers and teeth, erode gums and cause gum disease. And as medical studies have shown, it causes premature wrinkling.

Here are identical twins. The one on the left was the smoker. You can see more wrinkling around her eyes and mouth compared to her sister. And when we show our teenaged girls computer-generated images of their smoke-induced skin damage and wrinkles in 20 years' time, their reaction was immediate.

ANNE: Oh, my face-lines...

Unidentified Woman #4: I want to see!

ANNE: ...are so gross! Why did you do this to me, dude? Ew! Ew! I don't even look cute. No way. I have to be cute when I'm old.

STACEY: That's sick.

ANNE: It's so much funnier when it's somebody else.

STACEY: Oh, my God. I'm going to cry.

JEN: Oh, no. That is disgusting. I am so happy that I quit.



GABBY: I look like my grandma. That's ugliness.

SNYDERMAN: (VO) After seeing this, Anne and Stacey vow to quit, too. Ironically, it wasn't looks that got Christy to quit, though she thrives in a world where appearance is everything. It was health that motivated her. And today she knows that decision to give up cigarettes might very well have saved her life.

Ms. TURLINGTON: I am just so thankful that I was able to give it up. So thankful.

Announcer: Share your smoking stories on abcnews.com.

And next, what seven women never knew, when WOMEN AND CIGARETTES: A FATAL ATTRACTION continues.

(Commercial break)

SNYDERMAN: Welcome back. We've gathered a group of young women together to watch our program. They are all smokers. And since this hour is about them, we wanted to see if it hit home. Tara? (ph)

TARA: I'm 16 and I've been smoking for about five years.

SNYDERMAN: So you started when you were 11?

TARA: Yep. She--my mother, she smoked a lot, and there were cigarettes all over the house. And I just picked one up one day, and...

SNYDERMAN: Sara, (ph) were you aware that your daughter was smoking?

SARA: I caught her smoking when she was 13. And I sat her down, and I made her smoke one cigarette after the other. And after the fifth cigarette, when she was enjoying it, I realized I had a problem.

SNYDERMAN: Nicole?

NICOLE: When I was about, like, 10, 12 or so, I had one cigarette. It choked me to death, though. My mom, she got really mad at me. But she smoked.

SNYDERMAN: The two of you starting so young, having smoking mothers in the house, did--that played a big role?

TARA: Yeah.

NICOLE: Yeah.

TARA: It did.

SNYDERMAN: Do you think models like Christy Turlington--so beautiful, willing to come forward and say, 'I'm throwing my cigarettes away'--do you think Christy will make a difference?

Unidentified Woman #5: Not by the fact that she's a celebrity, but to see



what's happened to her and her father, and it's just sad. I think it's more about the truth than it is about who says it.

SNYDERMAN: Kelly, your reaction when you watched the program.

KELLY: When you light that cigarette every day, you don't think to yourself the effects it has on your body. You don't think, 'I'm going to die of lung cancer.' It's almost like you live in denial. And watching that just makes me sick, because I could just imagine what my lungs are like.

SNYDERMAN: What are the things that drive you through the day to want to pick up a cigarette?

KELLY: Stress.

SNYDERMAN: And the nicotine calms you down?

KELLY: Yep. Also, like, eating--I quit smoking three months ago, and the withdrawals I went through were awful, and then I put 20 pounds on, and I started smoking again.

SNYDERMAN: Two of the biggest things for women, probably, stress and to lose weight.

KELLY: Yeah.

SNYDERMAN: The young woman you saw who was a patient of mine, is in her 30s. The other woman, who lost a lung, in--is 32. And when you don't have a lung, it's hard to walk up half a flight of steps.

Woman #5: It's hard anyway with smoking anyway, so...

SNYDERMAN: Can you feel if you're winded?

Group: Yeah. Yeah, definitely.

KELLY: I work out, but I don't do any kind of workout where I have to breathe heavily, because I just can't do aerobics.

Woman #5: The aerobics or running.

KELLY: Because I feel like I can't breathe.

NICOLE: Or you tell yourself, 'I'm going to stop,' but you go out that night with friends, and you're at the bar.

KELLY: And that's the hardest.

NICOLE: And it's always the worst, because the day after, my lungs feel exhausted--exhausted. I can barely talk the next day, but then you just keep doing it.

SNYDERMAN: Michelle?



MICHELLE: Is it really worth it, you know, after seeing, you know, people that are 28 years old--that's four years away from where I am right now--dying of lung cancer? Is it really worth it?

Woman #5: You know, I'm only 16, you know, so I have a lot of time. You know, I have 30 years to quit before I even start, you know, needing a respirator or something. Like a year goes by, and it's like, 'Yeah, OK, I'll quit this year,' you know? Or, 'I'll quit--I'll quit next year.' And it just keeps going by and by, and you keep putting it off, and you put yourself in denial.

KELLY: That's right.

TARA: Yeah.

NICOLE: You just--it's just now or never.

KELLY: You guys probably think you have a long time to quit.

MICHELLE: Exactly.

Woman #5: You try...

KELLY: That's why it's not such a big deal for you to stop now, because you have, like, 10 more years before you really need to start thinking about having lung cancer.

Woman #5: But you really don't...

TARA: But it's not...

Woman #5: ...because the girl died at 28.

KELLY: I'm at that point now where I'm 32, and I'm thinking, 'OK, do I have lung cancer now?' And, like, every time I feel a pain in my chest, I'm like, 'OK, do I have something, or am I being a hypochondriac?' Still, you know, you get that craving for a cigarette. And I'm like, 'Oh, I'm just being neurotic. No worries, I'll be fine.' And then I have a cigarette.

SNYDERMAN: Are these your cigarettes?

TARA: No.

SARA: No, they are mine.

SNYDERMAN: You watched the segment...

SARA: Yes.

SNYDERMAN: ...took out your Marlboros and...

SARA: Yeah. That was it.

SNYDERMAN: ...you ripped them all in half.



SARA: I was appalled to find out that a chest X-ray is invalid, basically. I had one two weeks ago and was told my lungs look great. And now I find out that that's probably not true. So here I was thinking, 'OK, you know, I smoked 30 years. I can continue.'

SNYDERMAN: Are you going to stick with this?

SARA: Oh, yeah.

SNYDERMAN: You're done?

SARA: Yes.

SNYDERMAN: What's making you so sad right now?

KELLY: I remember--my dad died of cancer, and I remember him asking me to stop smoking before he died. And I--I still--I promised him I would, and I didn't.

SNYDERMAN: You could make the promise today. I sit here with the presumption that you want to quit. Is there anyone here who doesn't want to quit? So I count one, two, three, four, five, six, seven new nonsmokers. I want to thank you all for being with us.

KELLY: Thank you.

SNYDERMAN: I appreciate it.

(Commercial break)

SNYDERMAN: For more on the risks of smoking and how to quit, go to our Web site at abcnews.com. I'm Dr. Nancy Snyderman. For all of us at ABC News, thank you for joining us. Good night.

###