

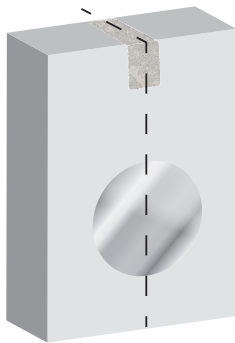
What is the Seller's Responsibility?

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Despite the recession, major cigarette manufacturers reported large increases in profits last year. In the last 3 months of 2010, one company reported that revenue was up 9 percent to \$1.02 billion. Do the sellers of this toxic product have a responsibility to warn the consumer? The Food and Drug Administration (FDA) thinks so. See some of their warnings on the previous page. Read more below about the FDA's requirements for cigarette packages and cigarette ads.

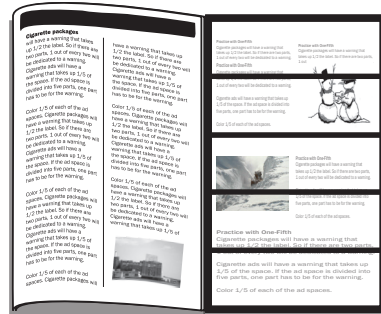


Source: <www.allvoices.com/contributed-news/8128529-lorillard-profits-up-as-cigarette-sales-increase>.



Warning!

Cigarette packages will have a warning that takes up 1/2 the label. So if there are two parts, 1 out of every two will be dedicated to a warning.



Cigarette ads will have a warning that takes up 1/5 of the space. If the ad space is divided into five parts, one part has to be for the warning.

Where will cigarette companies place the warning?

Name four fractions that keep the ratio of one part out of every five. These are equivalent fractions.

Another way to say 1/5 is 20%, just as 20 squares out of 100 is 1/5 the space.

If you know the amount that is 20% or 1/5, what ways can you figure out the total? Adding is just one way.

What if 1/5 is 2?

2
+ 2
+ 2
+ 2
+ 2

\$100
+
+
+
+

Ad space costs \$100 for 1/5 page. The total for the page is _____.

46.6

20% of the adult population smokes. That is 46.6 million people. How would you show 1 in 5?

About 19.5 percent of high school students, or 3.4 million teens are smokers. The percents for adults and teens are not so different. Are the actual totals very different?