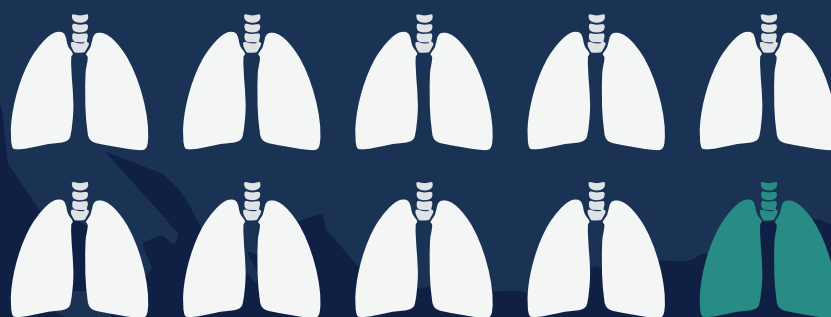




1 in 5 cancer cases in Europe
are attributable to **tobacco.**



**Tobacco smoking is
the primary cause of
lung cancer.**



**Almost 9 out of 10 cases
of lung cancer
can be prevented.**