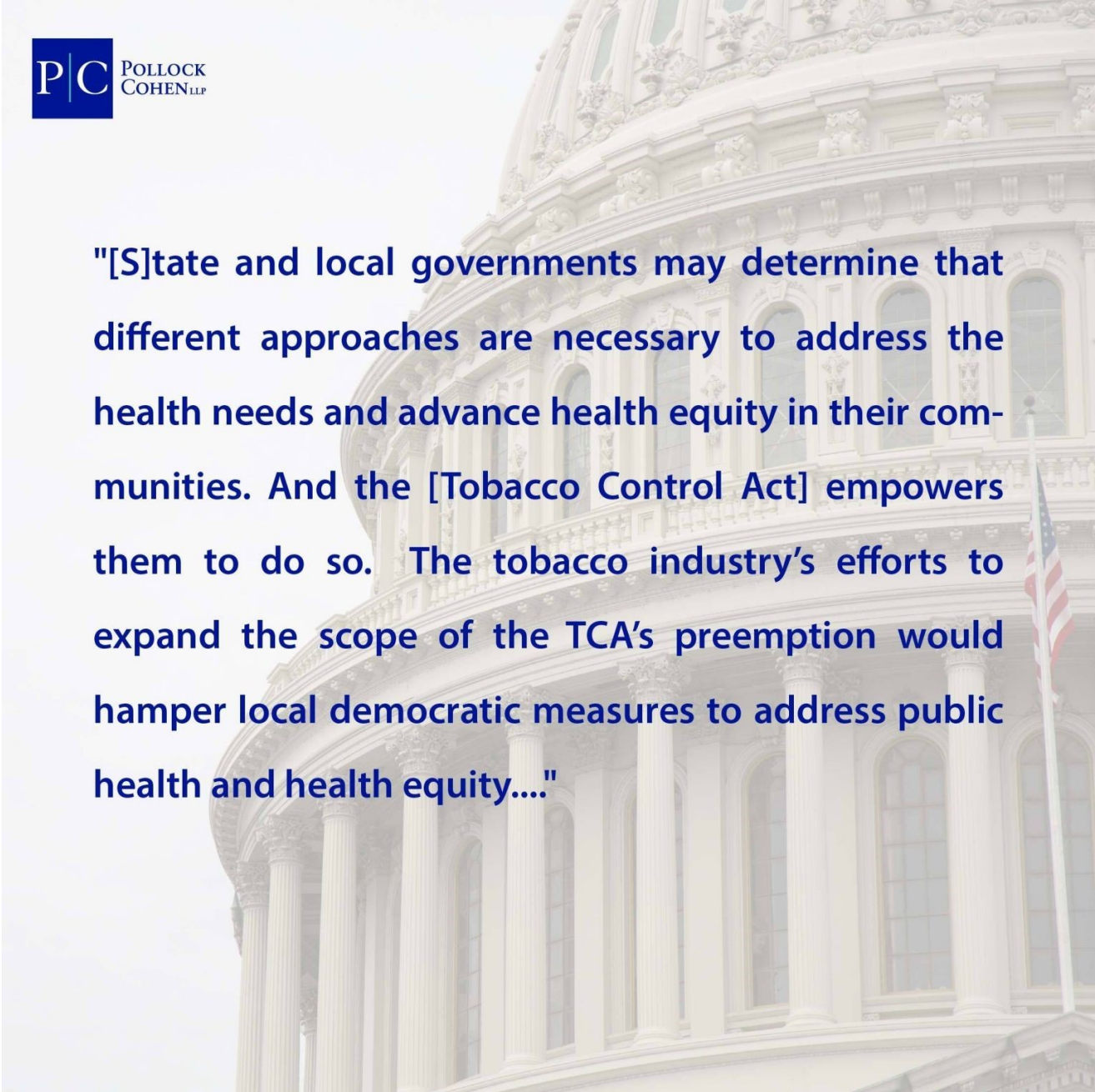


# Submitting Amicus Brief against Big Tobacco in the case R.J. Reynolds Tobacco Company v. Bonta

Pollock Cohen is honored to represent the Public Health Law Center, Action on Smoking and Health (ASH), ChangeLab Solutions, IMLA - International Municipal Lawyers Association, Legal Resource Center for Public Health Policy and the Public Health Advocacy Institute as amici supporting the State of California against Big Tobacco in the case R.J. Reynolds Tobacco Company v. Bonta.

Yesterday (December 12th), the emergency petition by the plaintiffs to stop California from enforcing "a statewide ban on the sale of most flavored tobacco products, including menthol cigarettes" was rightfully denied.



**"[S]tate and local governments may determine that different approaches are necessary to address the health needs and advance health equity in their communities. And the [Tobacco Control Act] empowers them to do so. The tobacco industry's efforts to expand the scope of the TCA's preemption would hamper local democratic measures to address public health and health equity..."**