

香菸公司的道德

會計三C 陳滢文

會計三C 翁崇勝



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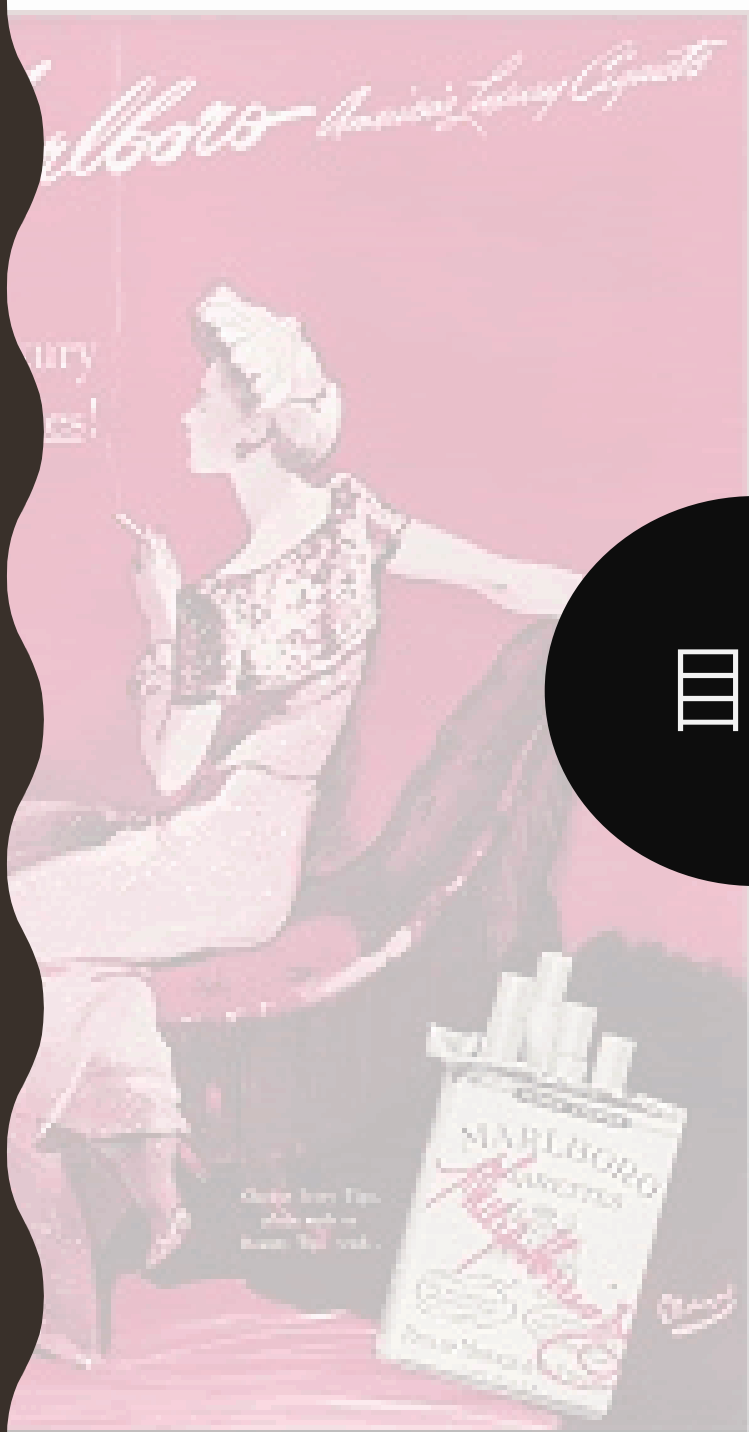
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香菸的廣告



1.香菸的成分

- 香菸燃燒後產生4大物質

尼古丁

焦油

一氧化碳

化學刺激
成分

Ex. 鎘、甲醛、苯

尼古丁(菸鹼)

- ① 尼古丁是興奮劑也是種劇毒物質，一次吸入超過50毫克(40支菸)足以使一成年人死亡
- ② 尼古丁是造成成癮的主因，亦會使血小板黏性提高容易造成血亦凝塊增加心肌梗塞風險
- ③ 菸草中的尼古丁仍不確定是否會產生致癌物、或造成死亡的直接原因

焦油

- 每支菸包含20~30毫克的焦油
- 褐黃色黏性物質，包含數種致癌物質
- 阻塞肺部、支氣管沾污肺部組織，令其失去彈性並直接影響 肺功能



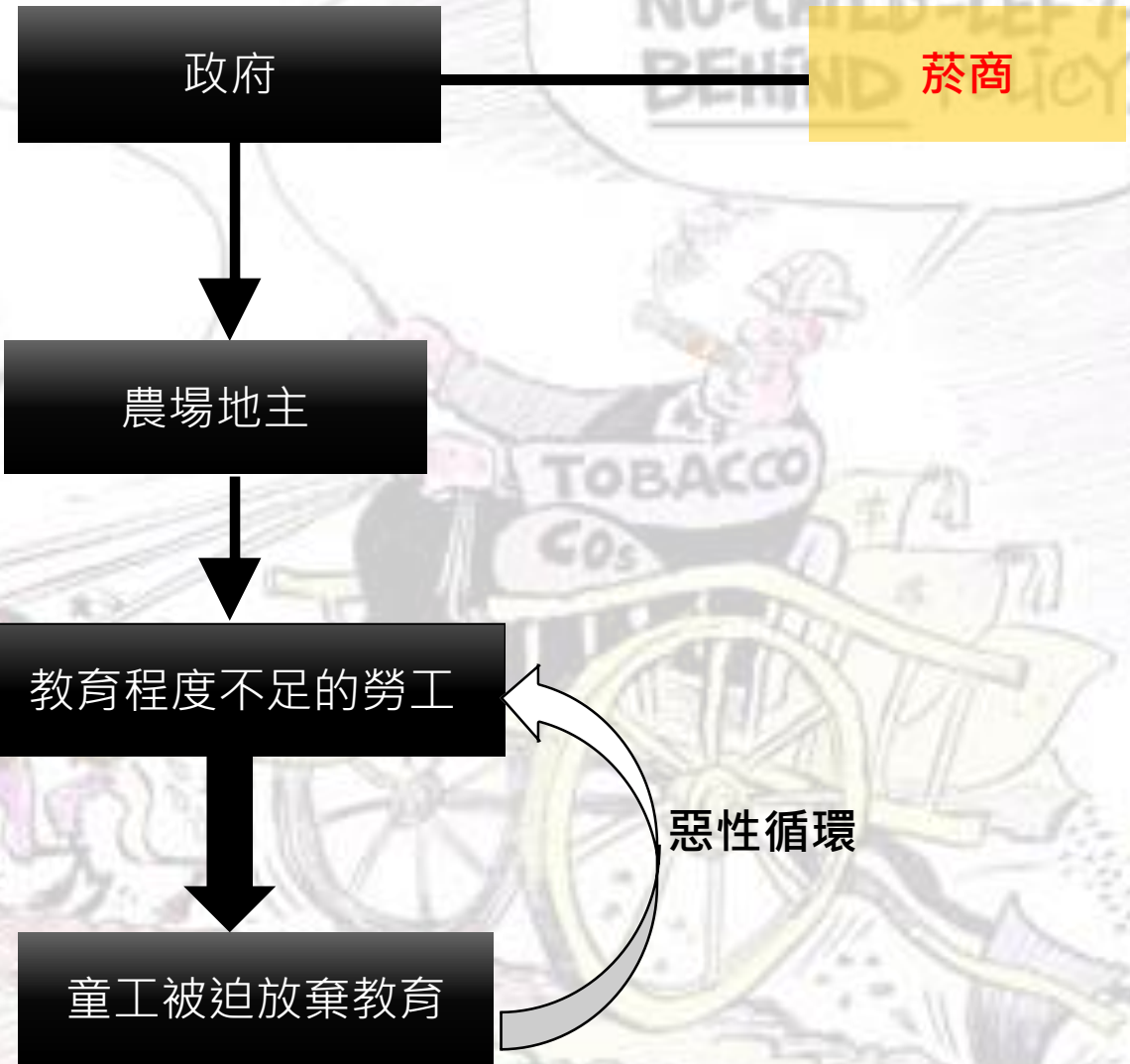


菸商、開發中國家利潤

- **Altria Group (旗下品牌有萬寶路)2018年財報顯示的毛利率高達48%**
- 以馬拉威為例菸草公司在馬拉威享有**低關稅**、**低規範**及**低廉勞工**
- 菸草在馬拉威出口超過**70%**，是重要外匯來源
- 菸草短期內為國家帶來利潤，但造成人民身體傷害迫使國家需要耗費更多醫療資源，亦使人民平均壽命縮短造成勞動力不足影響更多層面

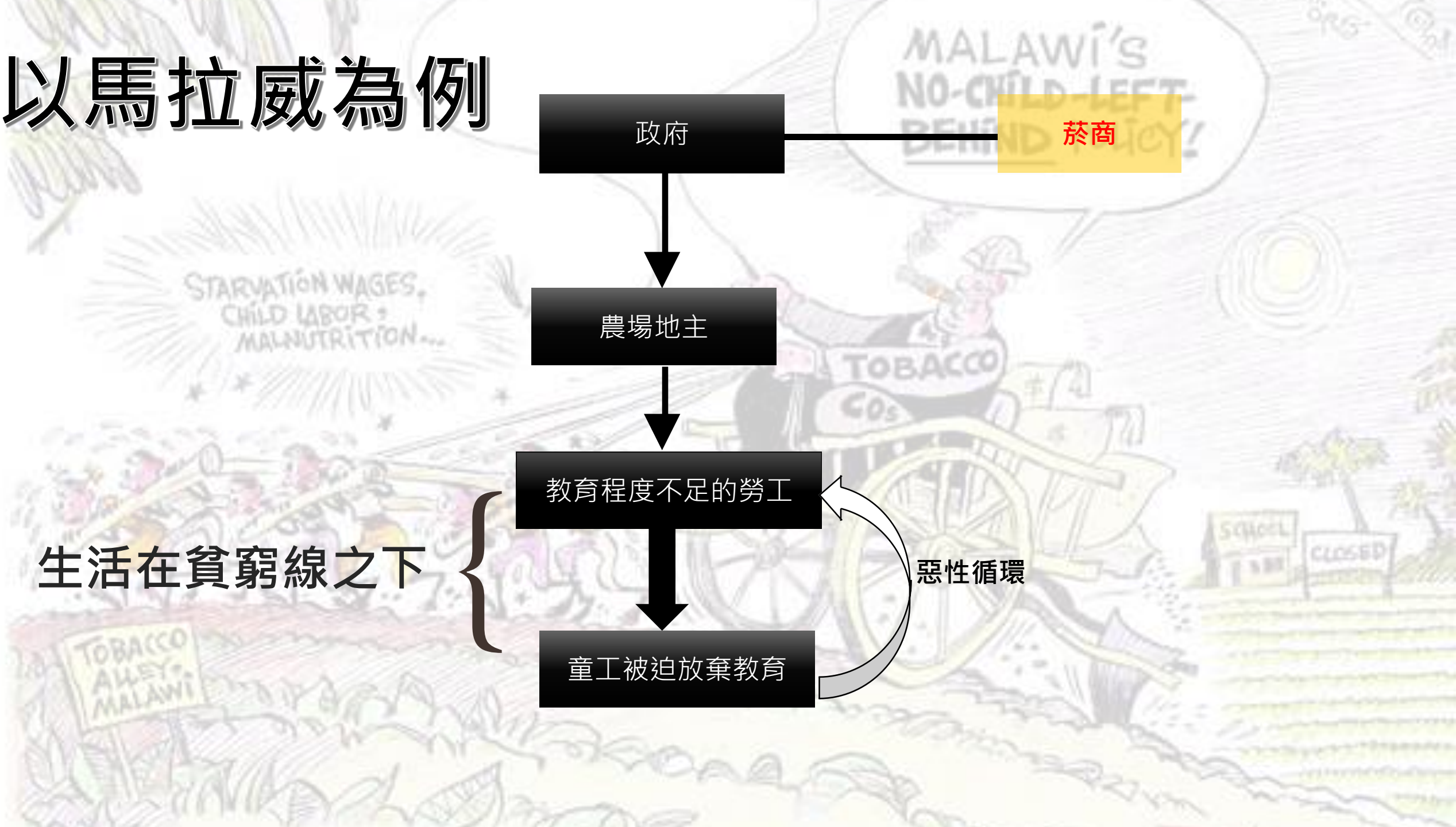


以馬拉威為例



生活在貧窮線之下

惡性循環



種植菸草的影響

- ① 世界衛生組織報告中指出，西方國家菸草產業是燃燒貧窮國家的資源
- ② 將原本生產糧食的地方轉作菸草，破壞森林造菸草田
- ③ 菸草內含尼古丁這種有毒物質，對土壤破壞浪費水資源
- ④ 需要大量化肥，且化肥內含放射性物質

健保花費

我國歷年可歸因於吸菸之直接醫療成本與間接成本

計算年代	可歸因於吸菸之成本（億元）				全民健康保險 之醫療費用核 付金額 ²	直接成本佔健保 之醫療費用核付 金額 ³ （%）
	總計	直接成本	間接成本（生產力損失）			
		醫療費用	與罹病相關 ¹	與死亡相關		
1998	787.80	148.78	19.42	619.59	1765	8.43%
1999	849.50	171.96	20.55	656.99	1929	8.91%
2000	909.87	185.11	21.51	703.25	1960	9.44%
2001	903.58	199.65	21.21	682.71	1965	10.16%
2002	914.33	223.33	21.79	669.21	2334	9.57%
2003	936.99	228.76	22.46	685.77	2493	9.18%
2004	975.02	253.99	23.51	697.51	2754	9.22%
2005	1027.92	280.01	24.67	723.24	2755	10.16%
2006	1067.25	294.08	25.56	747.60	2930	10.04%
2007	1094.60	308.13	26.44	760.03	3066	10.05%

* 本數據未經（1998）物價指數調整

1 採用 Rice（1986）與菸相關疾病之生產力損失相關數據

2 健保局歷年醫療費用核付金額狀況

3 直接成本佔醫療費用核付金額（%）= 直接醫療成本 / 全民健康保險之醫療費用核付金額 x100



2-1



2-2



2-3



2-4



2-5



2-6



2-7



2-8

道德議題

「3稅1捐」合計59.25元，幾乎占了半包菸得錢。而政府拿菸稅，營業稅，關稅和健康捐其中的菸稅(31.8元)是長照基金主要財源之一，這樣政府到底是希望民眾抽菸，使得長照基金有穩定的菸稅，還是重視國民健康，鼓勵民眾戒菸。

香菸公司的廣告道德

**Come to
where the
flavor is.
Come to
Marlboro
Country.**



You get a lot to like
with a Marlboro—
filter, flavor,
pack or box.



Give your throat a vacation...

Smoke a **FRESH** cigarette™

If the cigarette you have been smoking stings or burns your throat, switch to Camels and see the difference.

It's the peppery dust left in tobacco by inefficient cleaning methods that makes you cough.

It's the unkindly hot smoke of harsh, dried-out tobacco that burns and irritates your throat.

There is no peppery dust in Camels—that's whisked away by a special vacuum-cleaning process.

There are no stale, crumbly, parched tobaccos—the fine Turkish and mild Domestic tobaccos of which Camels are blended come to you in prime, factory-fresh condition, thanks to the Humidor Pack.

This scientific germicide wrapping—not plain ordinary Cellophane, but moisture-

proof Cellophane which costs nearly twice as much—seals in all the natural aroma and freshness, seals it so tightly that wet weather cannot make Camels damp, nor drought weather make them dry.

Camels are milder and more throat-friendly because they are dust-free and fresh.

Give your throat a vacation, switch to Camels for just one day. Then leave them—if you can.

There is CAMEL SLEETER SMOKER including Marine Smoker and Easy Pack in Camel Production, American cigarette brand—Columbia, Missouri—every night except Sunday.



CAMELS

Mild... NO CIGARETTE AFTER-TASTE



Don't remove the moisture-proof wrapping from your package of Camels after you open it. The Humidor Pack is protection against dust and germs. In offices and homes, even in the dry atmosphere of arid highland haunts, the Humidor Pack allows fresh Camels and keeps them right until the last one has been smoked.

He's one of the busiest men in town. While his door may say *Office Hours 2 to 4*, he's actually on call 24 hours a day.

The doctor is a scientist, a diplomat, and a friendly sympathetic human being all in one, no matter how long and hard his schedule.



According to a recent Nationwide survey:

MORE DOCTORS SMOKE CAMELS THAN ANY OTHER CIGARETTE

DOCTORS in every branch of medicine—113,597 in all—were queried in this nationwide study of cigarette preference. Three leading research organizations made the survey. The gist of the query was—What cigarette do you smoke, Doctor?

The brand named most was Camel!

The rich, full flavor and cool mildness of Camel's superb blend of costlier tobaccos seem to have the same appeal to the smoking tastes of doctors as to millions of other smokers. If you are a Camel smoker, this preference among doctors will hardly surprise you. If you're not—well, try Camels now.



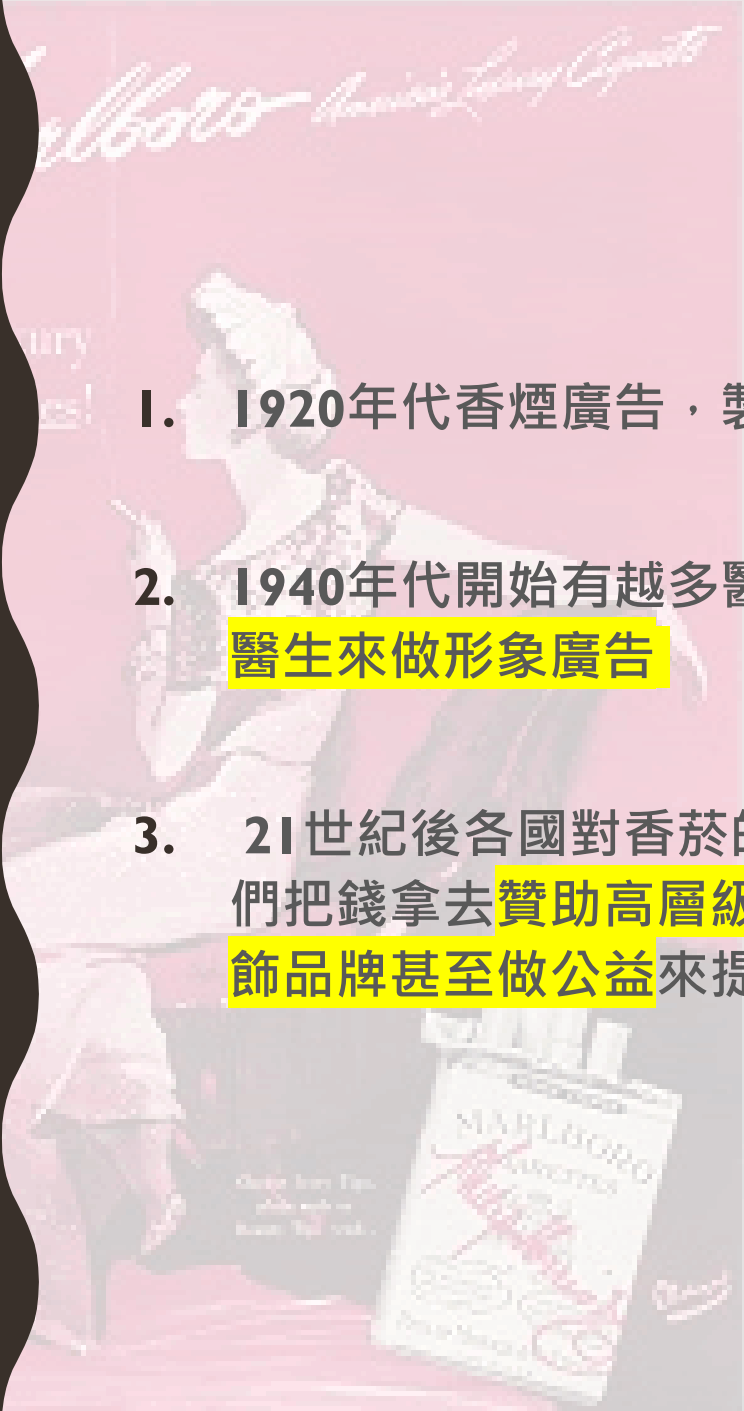
Your "T-Zone" Will Tell You...

T for Taste . . .
T for Throat . . .

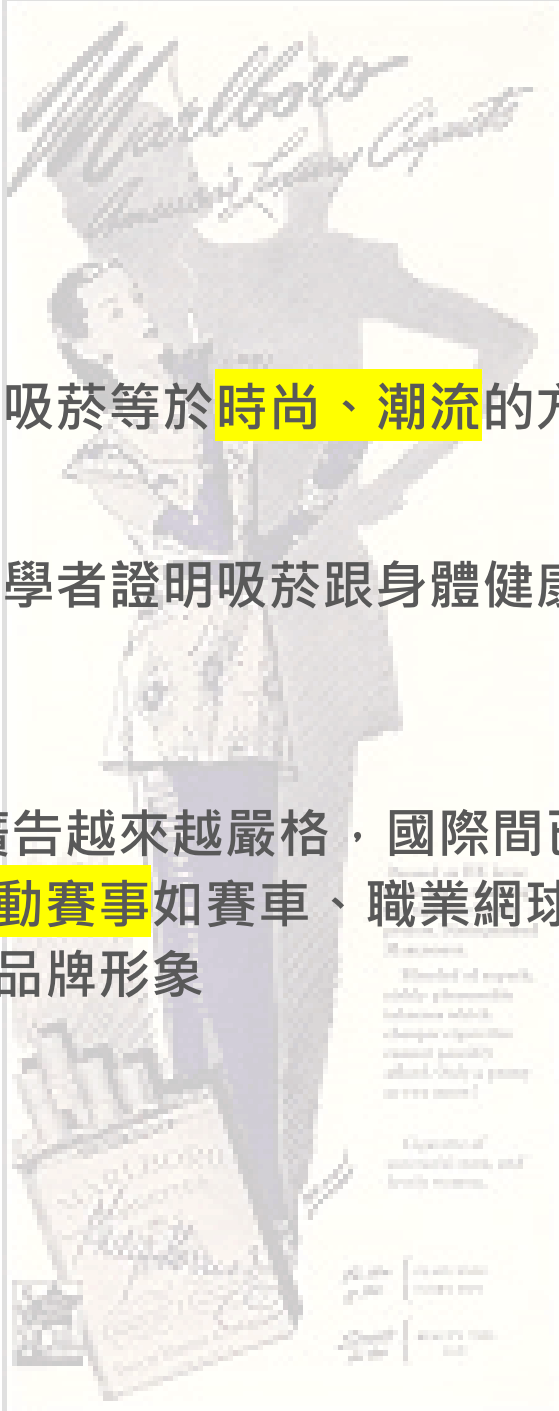
that's your proving ground for any cigarette. See if Camels don't suit your "T-Zone" to a "T."



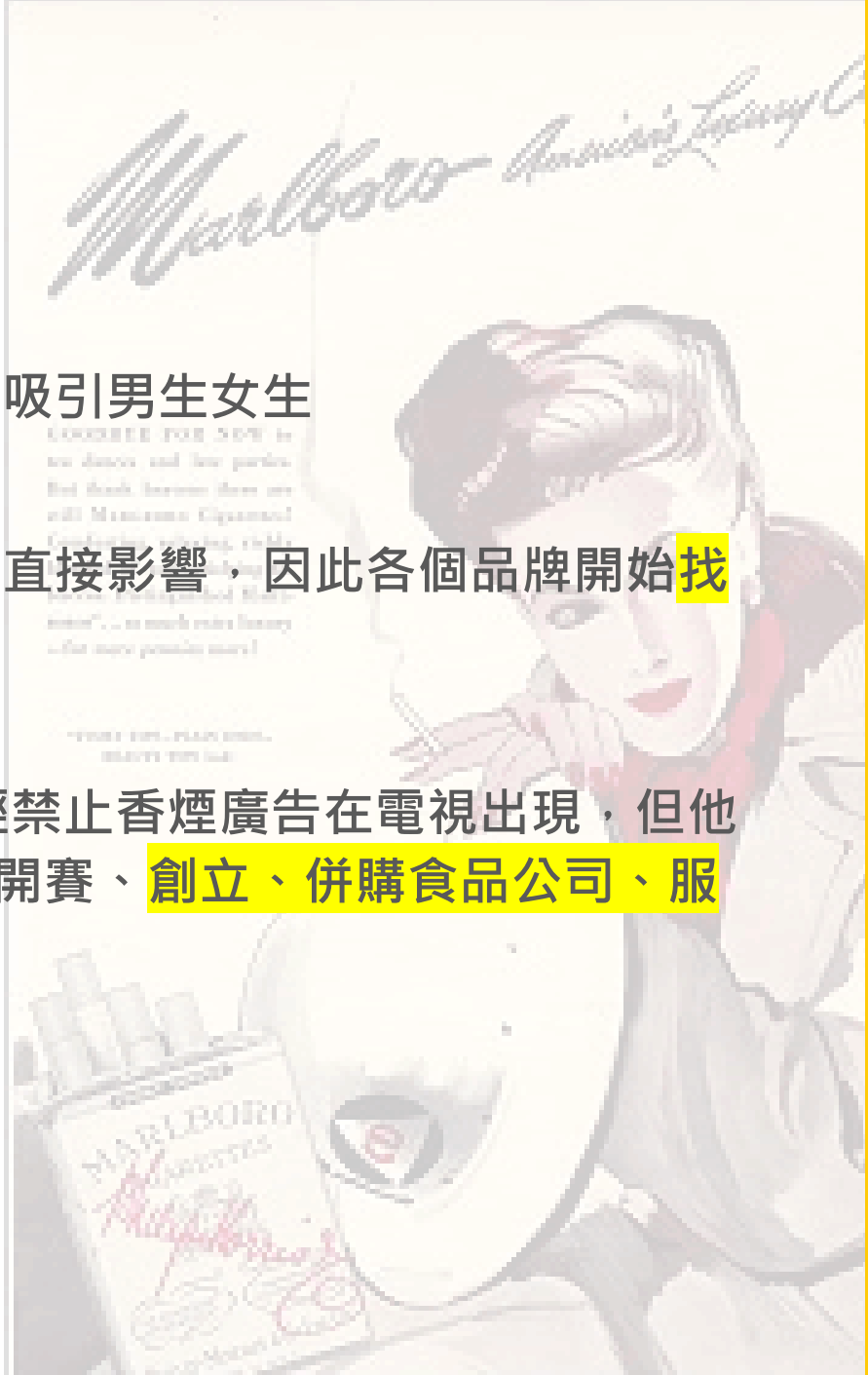
CAMELS *Costlier Tobaccos*



1. 1920年代香煙廣告，製造吸菸等於**時尚、潮流**的方式吸引男生女生



2. 1940年代開始有越多醫界學者證明吸菸跟身體健康有直接影響，因此各個品牌開始**找醫生來做形象廣告**



3. 21世紀後各國對香菸的廣告越來越嚴格，國際間已經禁止香煙廣告在電視出現，但他們把錢拿去**贊助高層級運動賽事**如賽車、職業網球公開賽、**創立、併購食品公司、服飾品牌甚至做公益**來提升品牌形象

菸商**持續**壓榨貧窮國家的勞工、破壞他們的環境獲取極高的利潤，再利用贊助體育賽事、藝文活動、公益等方式洗白甚至讓品牌價值高漲

- 公司賣菸賺錢的道德問題，賣菸賺錢那不就像賣黑心食品賺錢一樣了嗎？
- 香菸公司製造的煙，跟販毒集團製造毒品不是一樣嗎？都是賣一些會使人成癮還傷身的東西。

