IT'S OFFICIAL. In July 2017, the US Centers for Disease Control and Prevention (CDC) reported:

"The increase of tobacco incidents in PG-13 movies since 2010 is of particular public health concern because of the established causal relationship between youth exposure to smoking in movies and smoking initiation... Giving an R rating to future movies with smoking would be expected to reduce the number of teen smokers by nearly 1 in 5 (18%), preventing up to 1 million deaths from smoking among children alive today."

Health professionals and public opinion polls agree:
All future films with tobacco imagery should be R-rated, with two categorical exceptions:
- If films exclusively portray actual people who actually smoked (as in documentaries and biographical dramas) or
- If films unambiguously depict the serious health consequences of tobacco use.

The countdown has begun: Health and investment leaders demand that the R-rating be implemented by June 1, 2018.

One little letter R will save 1 million lives in the US alone.