



STRATEGY OF RESPONSIBLE SALE OF PRODUCTS WITH ADDICTING CHARACTER

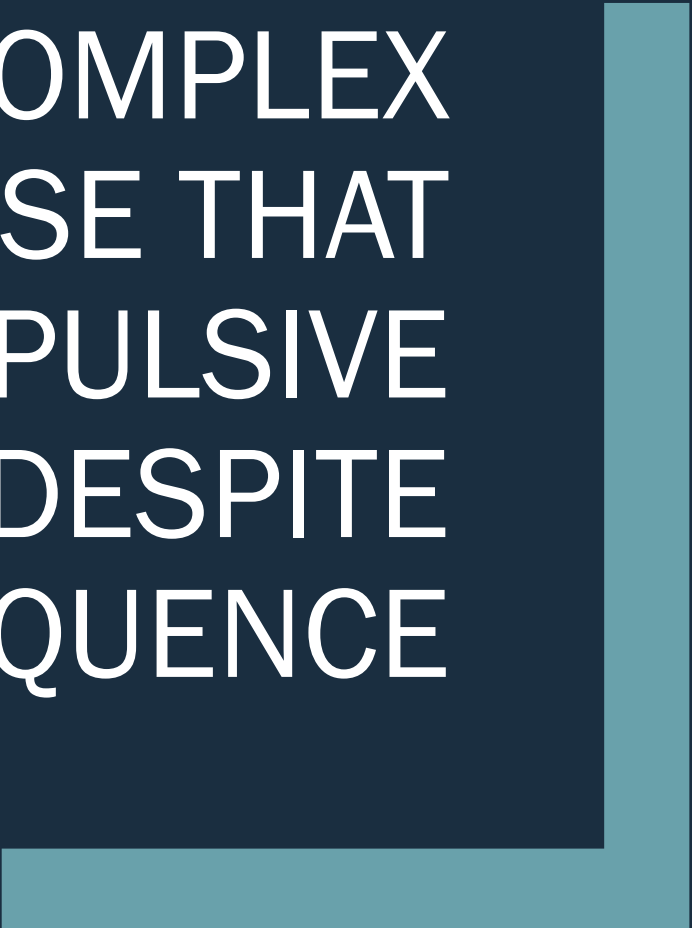
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CONTENT



- 1) What is addiction?
- 2) Types of addictive products
- 3) Control of sales of addictive products
- 4) Examples of responsible sales of addictive products

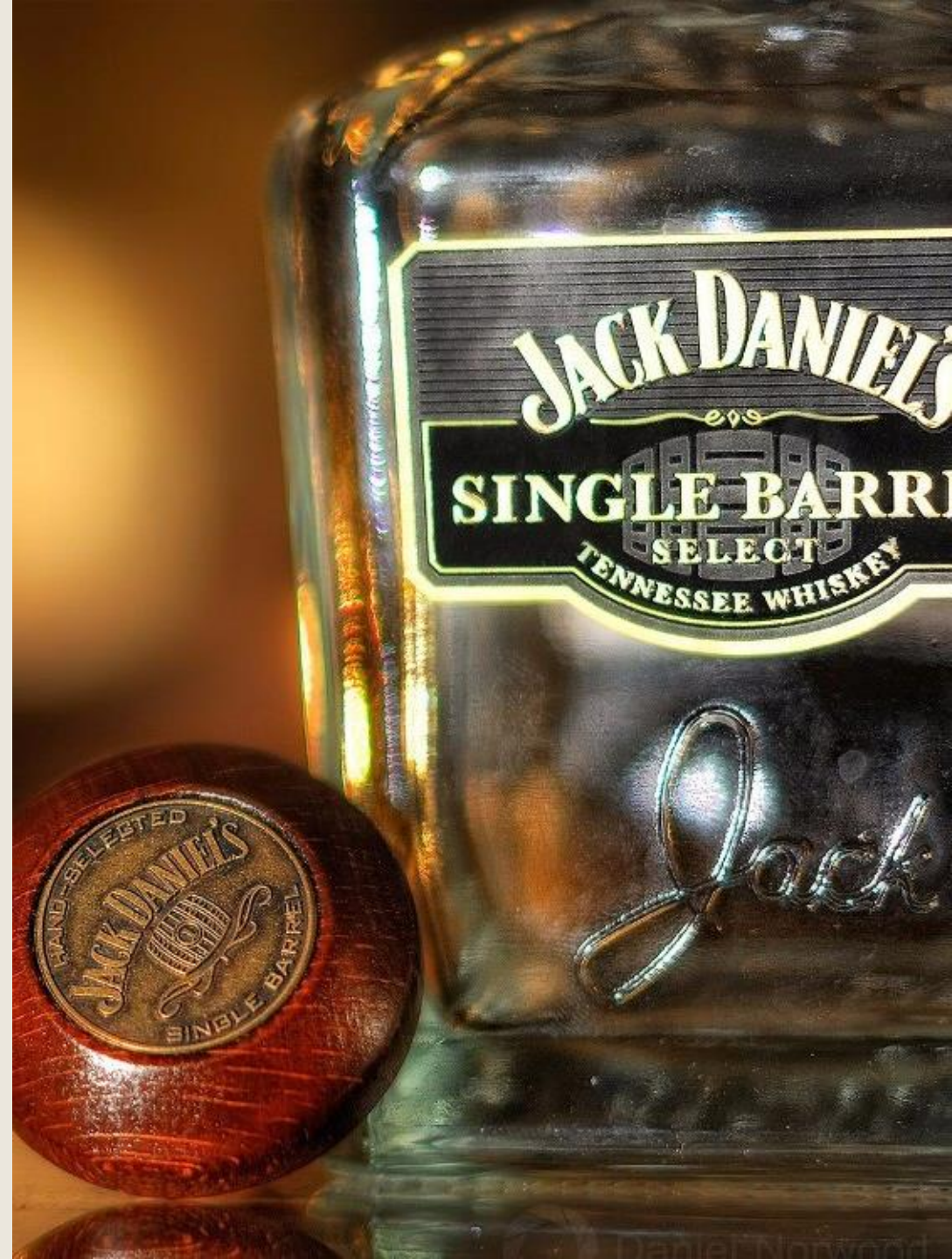
ADDICTION IS A COMPLEX
CONDITION, A BRAIN DISEASE THAT
IS MANIFESTED BY COMPULSIVE
SUBSTANCE USE DESPITE
HARMFUL CONSEQUENCE



ALCOHOL

- Short terms effects (changes in mood, hangovers).
- Long term effects (organ damage and memory problems).
- Drunk **driving accidents** causing injuries or deaths.

- Every year, **3.3 millions** die because of alcohol consumption, which is a **5.9 %** of all deaths in the world.
- In the age group of **20 to 39 years**, 25% of deaths are attributable to alcohol consumption.





TOBACCO

- Tobacco kills **up to half of its consumers**.
- Every year, tobacco kills **more than 7 million** people.
- Almost **80%** of the more than **one billion smokers in the world** live in low or middle income countries.

HOW TO SELL ALCOHOL AND TOBACCO RESPONSIBLY?



1. **Regulate** the sell of alcoholic beverages and tobacco products (in particular, to **minors**).
2. Regulate and restrict the **availability** of alcoholic beverages and tobacco beverages.
3. **Reduce demand** through **taxation** and pricing mechanisms.
4. **Increase awareness** and support regarding policies.
5. Provide accesible and affordable **treatment** to people suffering **alcoholism** and **nicotine addiction**.
6. Designated **smoking areas** in public spaces.

FOOD

- Food can become **as addictive as drugs**.
- Can lead to several physicals, emotional, and social consequences.
- Digestive issues, heart disease, **obesity**, **diabetes**, low-self esteem, depression, and isolation.
- For example: caffeine, sugar.



**KEEP
CALM
AND
EAT WHATEVER
YOU WANT**

HOW TO SELL FOOD RESPONSIBLY?



- Prohibition of sugar in elementary schools.
- Responsible tagging in products with big amounts of sugar.
- High taxation in food with addictive nature.
- Subsidies to fresh fruit and vegetables.

GAMES

VIDEO GAMES

Excessive play results in negative consequences related with emotional, social, and educational characteristics.



GAMBLING

Impulse
Control
Disorder

Scratch cards
Roulette
Poker
Slots

HOW TO SELL GAMES RESPONSIBLY?



- Classifications: **ESRB** (Entertainment Software Rating Board).
- Inclusion of “**Safety Guides and Manuals**” in every videogame.
- **Forbidden access** to casinos and gambling places to minors.
- **Individual and exclusive** laws that regulate this kind of business.
- Information and sensibilization campaigns.

TECHNOLOGY - INTERNET ADDICTION

This addiction is a new phenomenon

It's a problem involving the inability to control use of various kinds of technology, in particular the Internet, smartphones, tablets and social networking sites like Facebook, Twitter and Instagram.

NO REGULATIONS EXIST



EXAMPLES

Marlboro

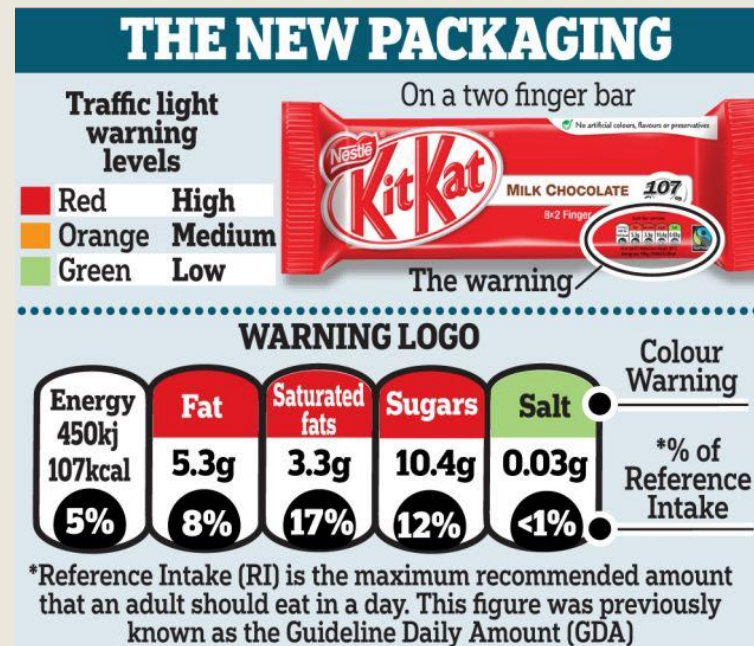
Changes on cigarette packs with labels about health warnings and graphic pictures.

McDonald's

Warning label about their ingredients containing acrylamide, a substance known to cause cancer.

Kit Kat

Uses the traffic light warning levels.



EXAMPLES

Nintendo

Includes a safety and warning page in its videogames.

ESRB

Classification of videogames.

PLEASE CAREFULLY READ THE SEPARATE HEALTH AND SAFETY PRECAUTIONS BOOKLET INCLUDED WITH THIS PRODUCT BEFORE USING YOUR NINTENDO® HARDWARE SYSTEM, GAME CARD OR ACCESSORY. THIS BOOKLET CONTAINS IMPORTANT HEALTH AND SAFETY INFORMATION.

IMPORTANT SAFETY INFORMATION: READ THE FOLLOWING WARNINGS BEFORE YOU OR YOUR CHILD PLAY VIDEO GAMES.

⚠️ WARNING - Seizures

- Some people (about 1 in 4000) may have seizures or blackouts triggered by light flashes or patterns, such as while watching TV or playing video games, even if they have never had a seizure before.
- Anyone who has had a seizure, loss of awareness, or other symptom linked to an epileptic condition should consult a doctor before playing a video game.
- Parents should watch when their children play video games. Stop playing and consult a doctor if you or your child have any of the following symptoms:

Convulsions	Eye or muscle twitching	Loss of awareness
Altered vision	Involuntary movements	Disorientation
- To reduce the likelihood of a seizure when playing video games:
 1. Sit or stand as far from the screen as possible.
 2. Play video games on the smallest available television screen.
 3. Do not play if you are tired or need sleep.
 4. Play in a well-lit room.
 5. Take a 10 to 15 minute break every hour.

⚠️ WARNING - Radio Frequency Interference

- The Nintendo DS can emit radio waves that can affect the operation of nearby electronics, including cardiac pacemakers.
- Do not operate the Nintendo DS within 9 inches of a pacemaker while using the wireless feature.
 - If you have a pacemaker or other implanted medical device, do not use the wireless feature of the Nintendo DS without first consulting your doctor or the manufacturer of your medical device.
 - Observe and follow all regulations and rules regarding use of wireless devices in locations such as hospitals, airports, and on board aircraft. Operation in those locations may interfere with or cause malfunctions of equipment, with resulting injuries to persons or damage to property.

⚠️ WARNING - Repetitive Motion Injuries and Eyestrain

- Playing video games can make your muscles, joints, skin or eyes hurt after a few hours. Follow these instructions to avoid problems such as tendonitis, carpal tunnel syndrome, skin irritation or eyestrain:
- Avoid excessive play. It is recommended that parents monitor their children for appropriate play.
 - Take a 10 to 15 minute break every hour, even if you don't think you need it.
 - When using the stylus, you do not need to grip it tightly or press it hard against the screen. Doing so may cause fatigue or discomfort.
 - If your hands, wrists, arms or eyes become tired or sore while playing, stop and rest them for several hours before playing again.
 - If you continue to have sore hands, wrists, arms or eyes during or after play, stop playing and see a doctor.

⚠️ WARNING - Battery Leakage

- The Nintendo DS contains a rechargeable lithium ion battery pack. Leakage of ingredients contained within the battery pack, or the combustion products of the ingredients, can cause personal injury as well as damage to your Nintendo DS.
- If battery leakage occurs, avoid contact with skin. If contact occurs, immediately wash thoroughly with soap and water. If liquid leaking from a battery pack comes into contact with your eyes, immediately flush thoroughly with water and see a doctor.
- To avoid battery leakage:
- Do not expose battery to excessive physical shock, vibration, or liquids.
 - Do not disassemble, attempt to repair or deform the battery.
 - Do not dispose of battery pack in a fire.
 - Do not touch the terminals of the battery, or cause a short between the terminals with a metal object.
 - Do not peel or damage the battery label.

Important Legal Information

This Nintendo game is not designed for use with any unauthorized device. Use of any such device will invalidate your Nintendo product warranty. Copying of any Nintendo game is illegal and is strictly prohibited by domestic and international intellectual property laws. "Back-up" or "archival" copies are not authorized and are not necessary to protect your software. Violators will be prosecuted.



"NOTHING IN EXCESS
AND EVERYTHING IN
BALANCE"



REFERENCES

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