

SPECIAL **STOP SMOKING** ISSUE!

THE MAGAZINE PROMOTING A HEART HEALTHY LIFESTYLE

HEARTCORPS™

FEBRUARY 1990
DISPLAY UNTIL MARCH 6, 1990.

U.S. \$2.50/CAN. \$3.50

THE STORY OF
THE HEIR TO
RJ REYNOLDS'
FORTUNE
AND HIS
FIGHT AGAINST
SMOKING!

**PATRICK
REYNOLDS**
SMOKEBUSTER!



**CELEBRITIES
REVEAL WHY
THEY QUIT
SMOKING
SEE INSIDE PAGES
30-33**

BY KATERI ALEXANDER, MA, MS

A New Leaf.

Tobacco was his legacy. Quitting smoking is his nemesis. He is Patrick Reynolds. For his family, smoking was more than an idle pleasure—for them tobacco was the crop that made their family one of America's wealthiest.

Today Patrick Reynolds fights a legacy responsible each year for thousands of deaths. He fights to convince smokers to quit and nonsmokers never to start.

Even his own family has not escaped the tragedies of smoking. Patrick's grandfather,

mother and two aunts died from smoking. His father R.J. "Dick" Reynolds, Jr. suffered from emphysema for years before dying.

Patrick remembers family stories about his mother, Marianne, who took up smoking which she thought would please her husband. Instead of being impressed, he barked at her, "How could you take up such a filthy, disgusting habit? I'm so disappointed in you." Patrick remembers years later hearing the same words

from Marianne when she discovered that he was smoking.

**A
TOBACCO
HEIR
STOPS
SMOKING.**



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Patrick was the late bloomer of his siblings when it came to smoking. His first attempts began in his prep school basement when he was 18. Later—bolder—he actually smoked upstairs in his dorm room. He would stuff a towel under the door, sit on a radiator near an open window, then light up. At the ready, for unexpected knocks at the door, were a vitamin bottle filled with water to extinguish the evidence, room spray and mouthwash. This is how Patrick Reynolds, grandson of the tobacco czar, R.J. Reynolds, would savor the mysteries of cigarettes and the challenge of not getting caught—a battle that if lost might mean disgrace or even expulsion from his exclusive school.

Though his family was in the tobacco business, Patrick says they didn't exactly live near the warehouses. No free samples. So, like every other smoker, Patrick had to buy or bum his own.

He says he started for all the usual reasons ... "I had the typical youthful need to attract the opposite sex. I was experiencing adolescent rebellion against authority and beating the forbidden no-smoking rule was one way to fulfill my rebellious ways." He leans forward, "You know 91 percent of all smokers have 'cemented in' their nicotine addiction before the age of 20." Armed with this statistic, Reynolds has been campaigning for a law banning the sale of cigarettes to anyone under 21. Since only about 10 percent of smokers begin after that age, he believes that keeping kids away from cigarettes at least until they are 21 will go a long way toward reaching a "smoke-free society."

Patrick finally decided to quit not just because those rebellious years were

behind him but because "...of the overwhelming medical evidence that smoking causes cancer, heart disease and lung disease, and is killing a thousand Americans everyday and two to three million each year worldwide according to the World Watch Institute."

THE ROAD TO QUITTING

"It was one thing to decide to quit. It was another thing to actually quit," Patrick laughs. It took him nearly a dozen tries over 15 years. He was very addicted, he says. "It was an enormous struggle. I tried every program in the book: acupuncture, hypnosis, shock therapy, behavior modification. I went through some programs more than once. One program five times!"

In 1984, he finally quit for good, using techniques similar to those in CyberVision's Stop Smoking Program, for which he is now a spokesperson. But he says he also recommends the American Cancer Society's and the American Lung Association's quit smoking programs.

Of his failed attempts, Patrick says, "I could stay off cigarettes for three to six months at a time. In moments of positive or negative stress—a fight, a lonely moment, an evening out with friends or a vacation—I would succumb to a friend's offer of a cigarette. I had everything in this world I could conceivably want, so that amplified the fact that I didn't have a cigarette, and I repeatedly made the fatal error under stressful circumstances of having just one." Then, of course, he says, the next day he would just have two or three and the next it became five or six. "The hole would open up and I would be engulfed." Reynolds sighs. "I got tremendous enjoyment out of

Kateri Alexander is the associate editor of HeartCorps.

 HeartCorps: It usually takes three to five attempts for a smoker to quit successfully.

cigarettes and smoking. It's a drug that keeps you up."

It's been almost six years now since his last cigarette. Occasionally, Patrick says he misses the aura of smoking, especially during a radio or television show, but he no longer craves it.

ADVICE TO SMOKERS

Patrick advises that if you are a smoker, you should quit and you should get help quitting. "Four out of five smokers who quit do so on their own," Reynolds says. "However, 80 percent of them return to cigarettes. The same rate of return as heroin addicts." Patrick continues, "In life winners get help; losers try to do things alone."

Although Reynolds had his own stop smoking program for awhile, he abandoned it because it lost money. He says it's hard to get smokers to order a product (stop smoking tapes) that will take away their pleasure. The tapes which were modestly priced at under twenty dollars were meant to be accessible to almost everyone wishing to quit smoking.

In March of last year, Patrick started the Patrick Reynolds Foundation For a Smokefree America. This is a nonprofit organization whose mission is to raise funds for the anti-smoking movement and will help grass roots organizations already in existence. Eventually he hopes to form a lobbying group. Meanwhile he is busy testifying before congressional committees and state legislatures,

appearing on television and talking on radio and crossing the country to speak to school audiences and other groups about not smoking.

HIS FAMILY NOW

And how does his family feel about this foundation to fight the cornerstone of their heritage? Although his brothers couldn't deny that family members had died from smoking related diseases and that these deaths had a profound impact on their lives, they were still against Patrick's work, fearing it might have an impact on their holdings. Hoping to ease their fears, Patrick divested himself of his stock in 1979. "I didn't want to earn money from tobacco." Regardless, his family did. At the time of the RJ Reynolds Company's sale in 1988, its stock was the highest it had ever been.

Despite their differences, Patrick feels his brothers have to admit he has been a credit to the family name, having been recognized by the World Health Organization and named Humanitarian of the Year by Chicago's Mt. Sinai Hospital. Now their



only concern is his book, *The Gilded Leaf*, released last year as a tell all about the Reynolds family and their part in the history of the tobacco industry in the United States.

CURRENT ENDEAVORS


Reynolds' current adversaries are the exporters of tobacco to third world nations—countries where advertising for

cigarettes on television is not yet forbidden, where warning labels on packages are not required, and where people still think there is status to smoking American cigarettes. He's angry at this because hundreds of thousands more will be exposed needlessly to the life-threatening effects of smoking. Image-wise-Reynolds says, "It also gives the very unfortunate impression to the world that the United States does not value life or health."

He reaches to take a phone call, an on-air interview for a call-in show. He hits the speaker phone button. The talk show host introduces the stop smoking advocate, then a tobacco lobbyist who into the program states, "There really isn't any proof that secondhand smoke is harmful." Patrick winces. "Sir," he says—his voice is steel —" THAT is one of the greatest lies I've ever heard. You must be receiving a six-figure salary to say that." Now the phones are ringing in the radio station's studio.

Patrick Reynolds begins to pace around his office, phone in hand, jaw clenched. He is ready to take on the misfortunes of a fortune and turn them around. He will make something of his life and if they heed his words to quit smoking, give others the chance to make something of their lives, too. ♥

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“You know 91 percent of all smokers are addicted before the age of 20.”