



invites you to attend San Francisco and Berkeley screenings of the critically acclaimed documentary

WHAT WOULD YOU RISK TO REVEAL THE TRUTH?

# Addiction Incorporated

In 1980, a young scientist named Victor DeNoble was hired by a major tobacco company. Fourteen years later, he was testifying in front of Congress that, despite the sworn testimony of the industry's chief executives, nicotine was indeed addictive... and his research could prove it.

ADDICTION INCORPORATED tells the incredible true story of how one of the most important whistleblowers of our time dropped a bombshell on one of America's most powerful industries that still reverberates today. If you think you know the story, if you think you know the science, and if you think you know Big Tobacco's next steps, this incendiary documentary will prove you wrong on all counts.

JANUARY 20<sup>TH</sup> - JANUARY 26<sup>TH</sup>  
ONE WEEK ONLY!

IN SAN FRANCISCO  
LANDMARK LUMIERE  
1872 CALIFORNIA STREET (AT POLK)

IN BERKELEY  
LANDMARK SHATTUCK  
2230 SHATTUCK AVENUE

VICTOR DeNOBLE & CHARLES EVANS JR. IN  
PERSON AT SELECT SCREENINGS



[ADDICTIONINCORPORATED.COM](http://ADDICTIONINCORPORATED.COM)

**LIMITED DISCOUNTED ADMISSION  
UNTIL THURS., JANUARY 26<sup>TH</sup> ONLY**

For more information, please contact Adrian Althoff, NLTCN national network communications manager, at (408)449-6491 or [adrian.althoff@gmail.com](mailto:adrian.althoff@gmail.com)

*“Straight-shooting, hard-hitting... ‘Addiction Incorporated’ lays out a meticulous, methodical timeline of moral and legal conflict.”*

- New York Times (“Critics’ Pick”)

**The New York Times**

December 13, 2011

## Leading the Way Through the Smoke

By JEANNETTE CATSOULIS

Straight-shooting, hard-hitting and fuming with contempt for the tobacco industry, [“Addiction Incorporated”](#) would be almost too exhausting to watch were it not for the folksy charm of its star witness. Nestled at the center of this relentless documentary, guiding us through a deluge of scientific evidence and corporate bobbing and weaving, is the scientist and whistle-blower [Victor J. DeNoble](#), who reveals himself to be a born raconteur. His easygoing, self-deprecating narration is the film’s most valuable asset and the viewer’s best friend.

Hired by Philip Morris in 1980 to test nicotine alternatives for a more heart-healthy cigarette, Dr. DeNoble, armed with [his Ph.D. in experimental psychology](#), quickly discovered just how addictive the chemical could be. When his test rats couldn’t get through their day without an ever-increasing number of nicotine hits — topping out at an astonishing 90 puff equivalents a day — Dr. DeNoble and his employers were equally shocked, though their reactions to the findings were very different.

Essentially the story of how cigarettes became subject to federal regulation, “Addiction Incorporated” lays out a meticulous, methodical timeline of moral and legal conflict. Wrangling an unwieldy mob of scientists, politicians, journalists and legal experts, the director, Charles Evans Jr., wisely trusts Dr. DeNoble to connect dots and provide clarity. Cheeky animation of anthropomorphized rats — and the dash and swagger of a [team of Louisiana lawyers](#) — burn through the factual fog, while familiar [video clips](#) remind us of the saga’s heroes and villains.

Yet this heartening tale of good science stomping bad business would be drier than a week-old butt without Dr. DeNoble. I wonder if he has a doppelgänger in the financial services industry?

*“Addiction Incorporated” is rated PG (Parental guidance suggested). Smoking rats and sweating politicians.*

Produced and directed by Charles Evans Jr.; directors of photography, Peter Nelson and Igor Martinovic; edited by Kristen Huntley and Jay Keuper; music by Samite Mulondo; released by Variance Films.