

ENGLISH LEARNING FOR CURIOUS MINDS



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Episode #250
A History of Smoking
1st Apr, 2022

[00:00:00] Hello, hello hello, and welcome to English Learning for Curious Minds, by Leonardo English.

[00:00:12] The show where you can listen to fascinating stories, and learn weird and wonderful things about the world at the same time as improving your English.

[00:00:21] I'm Alastair Budge, and today we are going to be talking about the history of smoking. Now people have smoked all sorts of things for thousands of years, but nothing has ever been more popular than tobacco.

[00:00:38] Tobacco, and cigarettes in particular, have a fascinating but **sordid**¹ history; we've known about the dangers of smoking for decades, perhaps even centuries. And

¹ dirty and not admirable

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yet, smoking has long been marketed as something [glamorous](#)², cool, and [aspirational](#)³.

[00:00:57] So, today, we are going to look at the early history of tobacco, why people started smoking in the first place, how it became one of the world's largest industries, and what the future of smoking might look like.

[00:01:13] Now, depending on where and where you grew up, one of the smells that is probably most recognisable and familiar to you is the smell of cigarette smoke.

[00:01:26] If you're over 30, you [doubtless](#)⁴ saw many people smoking indoors, and you also probably saw an [ashtray](#)⁵ on nearly every coffee table you sat at.

[00:01:38] And you may even remember your office or workplace being filled with the smell of cigarette smoke.

[00:01:46] These days, of course, it's a bit different. It is illegal to smoke in indoor public spaces in much of the United States, and Europe. Many other countries, even the historically cigarette-loving China have also [instituted](#)⁶ strict smoking bans.

² attractive and stylish

³ showing success and class

⁴ definitely, without doubt

⁵ a small dish or container for tobacco ash and cigarette ends

⁶ introduced, started

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[00:02:07] New Zealand has even gone a step further and proposed a plan to one day end smoking entirely in the country, by banning the sale of cigarettes to the youngest generation, making it illegal for anyone born after 2008 to buy cigarettes.

[00:02:27] Yet [in spite of](#)⁷ all of these measures, more than one billion people, 14% of the entire global population, still smoke cigarettes, and the cigarette industry is still among the most profitable in the world.

[00:02:43] But how exactly did cigarettes, and tobacco smoking in general, become as [widespread](#)⁸ as it did?

[00:02:53] Well, when we imagine someone smoking, we probably imagine them smoking cigarettes. But the activity of smoking is, of course, much much older than the cigarette.

[00:03:06] Tobacco is thought to have been [cultivated](#)⁹ and smoked for thousands of years by [indigenous](#)¹⁰ peoples in the Americas.

[00:03:14] For these [indigenous](#) groups across North and South America, tobacco played a very different role than it does in many cultures today.

⁷ without being affected by, despite

⁸ happening among many people

⁹ raised, farmed

¹⁰ original

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[00:03:24] These groups considered tobacco to be [sacred](#)¹¹, to be [holy](#)¹² and used it in ceremonies, for [prayer](#)¹³, and for medicinal purposes.

[00:03:35] Many [indigenous](#) communities still use tobacco this way, though not nearly as much as they once did.

[00:03:43] The turning point in tobacco's history, however — at least as far as the rest of the world is concerned — happened in 1492, when the Italian explorer Christopher Columbus arrived on the island of Cuba. As you probably know, he actually thought he had arrived in China, but that's a story for another episode.

[00:04:07] In Cuba, Columbus encountered members of the island's native population, and observed something rather curious; they had rolled some leaves into tubes, had set fire to one end of them, and they were breathing in the smoke.

[00:04:27] When Columbus tried smoking these mysterious leaves himself, he found that he rather liked how it made him feel.

[00:04:37] Smoking [on the whole](#)¹⁴ was new to Columbus and his men, as almost nobody in Europe smoked at the time.

¹¹ related to religion or to a god

¹² related to religion or to a god

¹³ request for help or expression of thanks addressed to a god

¹⁴ generally

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[00:04:46] The leaves were tobacco — or ‘cohíba’ in the [indigenous](#) Taíno language.

Columbus, however, heard the Taíno word ‘tabako’ — a word which actually referred to those rolled tubes the locals were smoking, not the plant itself — anyhow the name stuck.

[00:05:08] Although this was the first time Columbus had [puffed](#)¹⁵ on a cigarette, it wasn’t actually the first time he had encountered tobacco.

[00:05:17] Before landing in Cuba, on the Bahamian island known today as San Salvador, he had been given tobacco leaves as a gift by the natives. But he didn’t know what they were, or what to do with them, so he simply threw them [overboard](#)¹⁶, he threw them into the water off his ship.

[00:05:37] Columbus brought tobacco leaves and seeds back with him to Spain, he taught people how to smoke them, and the [habit](#)¹⁷ [caught on](#)¹⁸ amongst the Spanish. Portuguese sailors brought tobacco, and the [pastime](#)¹⁹ of smoking, back to their country too.

[00:05:55] And Tobacco continued to spread rapidly throughout the continent.

¹⁵ smoked

¹⁶ over the side of the ship and into the water

¹⁷ something that is done regularly and is hard to give up

¹⁸ became popular

¹⁹ something that is done for enjoyment

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[00:06:00] In the late 16th century, the French diplomat Jean Nicot encountered a tobacco plant in Lisbon, in Portugal, while on a trip from his native France.

[00:06:12] Nicot, who had learned of tobacco's [supposed²⁰](#) [curative²¹](#) properties, sent some tobacco seeds to the then-queen of France, Catherine de Médici, who suffered badly from headaches.

[00:06:26] The tobacco seeds he sent came with instructions. She was to [crush²²](#) the seeds into [powder²³](#) and [inhale²⁴](#) it, to breathe it up into her nose.

[00:06:41] This apparently proved successful, and the practice of [inhaling²⁵](#) ground tobacco seeds — a preparation known as '[snuff²⁶](#)' — [caught on](#).

[00:06:53] [Snuff-taking²⁷](#), as it was called, [took hold²⁸](#) in France, quickly spreading to England and the rest of Europe.

²⁰ believed or assumed to be true

²¹ able to cure, medical

²² press very hard

²³ a substance in the form of very small pieces

²⁴ breathe it up into the nose

²⁵ breathing in

²⁶ ground tobacco seeds in the form of a powder taken into the nose

²⁷ the practice of breathing ground tobacco seeds into the nose

²⁸ became regular or usual

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[00:07:01] Pipe smoking became popular during this time as well.

[00:07:06] As with Catherine de Médici, tobacco was used as a treatment for all sorts of health problems, even cancer. The claims about its medicinal properties were, of course, [dubious](#)²⁹ at best.

[00:07:21] Tobacco's global expansion had truly started, and smoking became a popular activity all across Europe, north Africa, the Middle East, and China.

[00:07:32] The centre for global production was in the [harsh](#)³⁰ slave [plantations](#)³¹ of the southern United States, but it was also being grown in places like India, China, and West Africa.

[00:07:46] Now, while cigarettes are thought to have been invented as far back as the 1600s, by [beggars](#)³² in Seville, Spain, the pre-rolled cigarette didn't really [take hold](#)³³ until the 19th century.

[00:08:02] This was mainly because, prior to that point, they were made almost entirely by hand. There were some machines that existed, but they simply weren't very efficient.

²⁹ not able to be trusted

³⁰ very unpleasant, difficult to endure

³¹ large farms in which the particular crop was grown

³² poor people who live by asking people for money or food

³³ become popular

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[00:08:14] This made the pre-rolled cigarette a relatively [high-end](#)³⁴ luxury item, one which the average person couldn't really afford — a [far cry](#)³⁵ from the packs of pre-rolled cigarettes sold nowadays.

[00:08:30] The one thing that made a huge impact on the industry was a little invention called the Bonsack Machine. In 1880, a man named James Bonsack invented a machine that could roll up to 210 cigarettes a minute.

[00:08:49] This was a huge deal, to say the least.

[00:08:53] Bonsack went into business with a man named James Buchanan Duke, and by the late 1880s, the men were making 4 million cigarettes daily.

[00:09:06] Cigarettes could now be mass-produced, which reduced the cost, and made them available to almost anyone, and as any smoker knows, it's far more convenient to not have to roll your own cigarettes.

³⁴ expensive and advanced

³⁵ something very different

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[00:09:21] Cigarettes were even famously included in soldiers' [ration packs](#)³⁶ during World War I, as a way for them to [cope](#)³⁷ with both boredom and the stresses of [trench](#)³⁸ warfare. Sales of cigarettes also [boomed](#)³⁹ during World War II.

[00:09:39] As a result, by 1950, around half of the adult population in the industrialised world smoked cigarettes.

[00:09:49] Now, most people today are at least somewhat aware of the dangers of smoking, and whether or not you are a smoker you don't need me to tell you that smoking is not a very good idea from a health point of view.

[00:10:04] But back in, say, the 1940s or 50s, people just didn't have the information we have today.

[00:10:12] There were [rumours](#)⁴⁰ that smoking led to a higher rate of certain diseases, and smokers [tended](#)⁴¹ to [cough](#)⁴² more and have trouble breathing compared to non-smokers, but there wasn't hard, scientific evidence about the dangers of smoking.

³⁶ packages containing food and other useful items

³⁷ deal

³⁸ long narrow hole in the ground used for cover during war

³⁹ increased a lot

⁴⁰ reports of uncertain truth

⁴¹ were likely

⁴² force air out through the throat with a short loud sound

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[00:10:31] On January 12th, 1964, however, the New York Times published a story that [erased](#)⁴³ that doubt altogether.

[00:10:41] The headline, printed on the newspaper's front page in big, bold letters, read: 'Cigarettes [Peril](#)⁴⁴ Health, U.S. Report Concludes.'

[00:10:52] [Peril](#), by the way, means harm, causes danger to.

[00:10:57] Cigarette smoking, the article stated, [contributed](#)⁴⁵ so [substantially](#)⁴⁶ to the U.S. death rate that immediate action would need to be taken to prevent further harm.

[00:11:10] These days, it's common knowledge that cigarettes can lead to lung cancer, heart disease, and other serious illnesses. There are [graphic](#)⁴⁷ adverts and public service announcements that show just how bad the effects of smoking can be on our health.

[00:11:28] Yet when Surgeon General Luther Terry released his report during a January 11th press conference, it was a [bombshell](#)⁴⁸.

⁴³ removed, deleted

⁴⁴ harm, cause danger to

⁴⁵ played a part in, helped to cause

⁴⁶ to a large degree

⁴⁷ very clear and powerful

⁴⁸ sudden and unpleasant news

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[00:11:39] So, why exactly did the report have such a huge effect on people?

[00:11:44] Well, prior to the report's release, doctors were [unable⁴⁹](#) to prove that there was a definitive link between smoking and cancer.

[00:11:53] Yes, people certainly felt some of the effects, from [throat⁵⁰ irritation⁵¹](#), to [coughing⁵²](#), to shortness of breath.

[00:12:01] And doctors were also starting to notice that people who smoked were often more likely to develop certain diseases.

[00:12:10] Yet, no one knew exactly how bad the risks were.

[00:12:14] To understand just how [disturbing⁵³](#) this news must have been, it's useful to remember quite how important smoking was in many peoples' daily lives.

⁴⁹ not able

⁵⁰ the front of the neck

⁵¹ annoyance

⁵² forcing air out through the throat with a short loud sound

⁵³ causing trouble and worry

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[00:12:25] Tobacco is, of course, an [addictive](#)⁵⁴ substance. It contains the chemical compound of [nicotine](#)⁵⁵, which is a [stimulant](#)⁵⁶.

[00:12:34] Simply put, [nicotine](#) makes you feel good, and it was that feeling that Christopher Columbus enjoyed so much on his trip to Cuba.

[00:12:44] But tobacco isn't just physically [addictive](#); it's a major part of many people's daily [routine](#)⁵⁷, particularly their social lives.

[00:12:54] Whether it is with the morning coffee, at a break at work or over a drink at a pub after work, as any smoker knows, the cigarette is often a [fundamental](#)⁵⁸ part of social life, and this was especially so during the years before the Surgeon General's warning.

[00:13:14] Now this, [as it turns out](#)⁵⁹, the fact that the cigarette was an [integral](#)⁶⁰ part of life, was not entirely [accidental](#)⁶¹.

⁵⁴ something harmful that is difficult to stop or limit

⁵⁵ a harmful chemical

⁵⁶ a substance that raises the levels of activity in the body

⁵⁷ usual way of doing things

⁵⁸ forming the base, of central importance

⁵⁹ as it has been known

⁶⁰ necessary or important

⁶¹ happening by chance

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[00:13:23] Cigarette companies were, and **to some extent**⁶² still are, masters at advertising.

[00:13:30] From around the 1920s **onward**⁶³, adverts for cigarettes were colourful and **elaborate**⁶⁴, and companies **spared no expense**⁶⁵ in their design.

[00:13:41] Tobacco companies knew that they were all selling the same **end product**⁶⁶, dried tobacco leaves wrapped in paper, but they needed to **persuade**⁶⁷ people that their product was unique.

[00:13:54] Cigarettes started to show up in a number of Hollywood films, smoked by some of the most **glamorous** actors and actresses of the time, from James Dean to Audrey Hepburn. They were also advertised in magazines, on the television and on the radio.

[00:14:12] The messages were not **subtle**⁶⁸.

⁶² to a certain degree or level

⁶³ and forward

⁶⁴ detailed

⁶⁵ spent as much money as needed

⁶⁶ final product

⁶⁷ make them believe

⁶⁸ difficult to see or encounter

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[00:14:15] Adverts for companies like Camel, Marlboro, and Lucky Strike [portrayed](#)⁶⁹ smoking in an [aspirational](#) light, with photos of beautiful women, [ruggedly](#)⁷⁰ handsome men, and happy couples.

[00:14:28] Smoking was cool, it was something done by the beautiful, the rich and the famous.

[00:14:35] Much like adverts for things like cars, clothing, and [cologne](#)⁷¹, cigarette adverts promoted a [lifestyle](#)⁷², not just a product.

[00:14:46] And many of these adverts even claimed that their cigarettes were healthier than the others; one 1946 print advert for the brand Camel claimed that “More Doctors Smoke Camel Than Any Other Cigarette.”

[00:15:01] Some even claimed that their cigarettes were safe for pregnant women.

[00:15:06] There were also ‘light’ and ‘[mild](#)⁷³’ cigarettes, which were marketed as a healthier choice.

⁶⁹ presented

⁷⁰ having strong and attractive features

⁷¹ liquid with a pleasant smell, used on the skin

⁷² way of living

⁷³ moderate in effect, not having big impact

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[00:15:13] Nowadays, these claims seem rather [suspect](#)⁷⁴.

[00:15:17] But, back then, of course the information about smoking's health risks just wasn't as [widespread](#); people had no reason to believe any differently.

[00:15:28] But despite the best efforts of the tobacco industry, it was [fighting a losing battle](#)⁷⁵ against the scientific evidence.

[00:15:37] In fact, by 1958, 44 percent of Americans already believed smoking caused cancer, and a number of medical associations warned that tobacco use could cause lung and heart disease.

[00:15:53] To [counter](#)⁷⁶, to fight this growing belief in the [ill effects](#)⁷⁷ of tobacco, in 1958 some of the largest American tobacco companies formed the Tobacco Institute, an organisation which aimed to [undermine](#)⁷⁸ the research that linked smoking with disease.

[00:16:14] Once it was established, the Tobacco Institute was [hell-bent](#)⁷⁹ on trying to preserve its product's reputation.

⁷⁴ not to be trusted, possibly wrong

⁷⁵ fighting a battle that they could not win

⁷⁶ fight back

⁷⁷ bad effects

⁷⁸ make it less likely to succeed

⁷⁹ very determined or decided to achieve it

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[00:16:23] Yet, [try as it might](#)⁸⁰, it was [fighting a losing battle](#).

[00:16:28] Since the Surgeon General Luther Terry released his [bombshell](#) report in 1964, dozens of other reports have come out that linked smoking to [chronic](#)⁸¹ illness and death.

[00:16:41] People might have liked smoking, they might have liked the feeling of smoking cigarettes but they didn't like the idea of dying, and smokers started quitting the habit and teenagers stopped [taking it up](#)⁸², at least to the same degree that they had in previous years.

[00:17:00] But it was in the 1980s and 1990s, that tobacco companies started to feel the legal consequences of being more [concerned](#)⁸³ with profit than public health.

[00:17:13] In 1996, a man named Dr. Jeffrey Wigand — a former executive at the U.S. tobacco company Brown & Williamson — revealed that his company had added harmful chemicals to its products in order to make them more [addictive](#).

[00:17:31] Perhaps the most [groundbreaking](#)⁸⁴ case, however, was something called the Master Settlement Agreement. In 1998, Brown & Williamson, along with three of the

⁸⁰ no matter how hard they tried

⁸¹ continuing or lasting for a long time

⁸² becoming interested or involved in it

⁸³ worried about

⁸⁴ bringing big change

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U.S.' largest tobacco companies, would be forced to pay \$206 billion — around €350 billion in today's money— over a period of 25 years.

[00:17:57] The money went towards covering tobacco-related healthcare costs in the United States, and the settlement put an end to many of the industry's most harmful marketing efforts.

[00:18:10] Many individuals have also succeeded in suing tobacco companies over smoking-related health issues. One of the most famous was Howard Engle, a paediatrician who, along with a group of other [plaintiffs⁸⁵](#), other people in the case, successfully sued the tobacco industry in 1994 for smoking-related health problems, forcing the tobacco companies to pay out \$145 billion.

[00:18:41] And since the start of the 1990s, the leaders of the tobacco industry continue to face lawsuits like these, and they have [paid out⁸⁶](#) hundreds of billions of Euros in damages to both victims of smoking-related illnesses and their families.

[00:18:59] And yet, Big Tobacco — the name given to the world's most powerful tobacco companies — shows no sign of going anywhere.

[00:19:09] Even though smoking rates in the United States and the U.K. have been falling for decades, and global rates have been falling [on the whole](#), population growth has meant that more cigarettes are being smoked by more people than ever before.

⁸⁵ people in the case who made the legal complaint

⁸⁶ paid (a large amount of money)

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[00:19:26] Indeed, in 2019 there were an estimated 7.41 trillion cigarettes smoked worldwide by 1.14 billion people.

[00:19:38] And although there are more cigarettes being smoked than ever before, and there is no [shortage](#)⁸⁷ of current customers for Big Tobacco, the percentage of adults who smoke is falling, and the percentage of teenagers [taking up](#)⁸⁸ the habit is also falling.

[00:19:56] This might be a good thing as far as public health is concerned, but it presents a rather large problem for Big Tobacco.

[00:20:06] Big Tobacco knows that it has an incredibly [addictive](#) product that its users physically need to use multiple times a day and have great trouble stopping using.

[00:20:18] With over a billion smokers worldwide, cigarette companies make vast amounts of money, but the business model isn't sustainable long-term because fewer and fewer young people are [taking up](#) smoking and, well, it's not a nice thing to say but the nature of smoking is that it doesn't help its customers live a long and healthy life.

[00:20:41] In developing countries with less [regulation](#)⁸⁹ about tobacco advertising, Big Tobacco can continue to use the same strategies that worked to get hundreds of

⁸⁷ situation in which there aren't enough

⁸⁸ becoming interested or involved in it

⁸⁹ control and rules

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millions of Americans and Europeans smoking, but in more [regulated](#)⁹⁰ environments they need to [innovate](#)⁹¹ and develop new products.

[00:21:02] E-cigarettes, or “[vapes](#)⁹²”, for example, which allow the user to [inhale nicotine](#) through [vapour](#)⁹³, have - as I'm sure you know - become enormously popular in recent years.

[00:21:16] This is particularly true among the younger generation; in 2018, over 20 percent of high school students in the U.S. [vaped](#)⁹⁴ — [vaped](#) is the word for using an e-cigarette – vs just 8% for cigarettes.

[00:21:33] Many [vape](#)⁹⁵ brands, it just so happens, are owned by Big Tobacco.

[00:21:38] Although [vaping](#)⁹⁶ is considerably less harmful than smoking, it still isn't without its dangers, and there have been hundreds of deaths and thousands of lung injuries caused by [vaping](#) in the US alone.

⁹⁰ controlled by using rules

⁹¹ introduce new ideas

⁹² e-cigarettes

⁹³ gas resulting from the heating of a liquid

⁹⁴ used e-cigarettes

⁹⁵ e-cigarette

⁹⁶ using e-cigarettes

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[00:21:52] Now, with everything we now know about the tobacco industry, one very large question remains: what does the future of smoking look like?

[00:22:02] As I mentioned at the beginning of this episode, New Zealand plans to [enact⁹⁷](#) a law that will effectively ban anyone currently 14 years old or younger from purchasing cigarettes for their entire lives.

[00:22:17] The U.K. government also recently announced its goal to make England smoke-free by the year 2030.

[00:22:26] Tobacco companies like Philip Morris have even proposed what they're calling a 'smoke-free future,' in which cigarettes are replaced entirely by smoke-free tobacco products, such as e-cigarettes.

[00:22:41] Yet there's still no evidence that switching to e-cigarettes will help cigarette smokers quit tobacco for good.

[00:22:49] So, [all of this begs the question⁹⁸](#): will we ever live in a smoke-free world? And will mankind ever be able to [wean itself off⁹⁹](#) its addiction to tobacco?

[00:23:01] Well, one thing's for sure.

⁹⁷ make (for a law), put into action

⁹⁸ all of this causes us to ask the question

⁹⁹ slowly stop doing it or be free of

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[00:23:04] Big Tobacco has been fighting hard for hundreds of years, and [for all its talk¹⁰⁰](#) about a smoke-free future, it sure isn't [going down without a fight¹⁰¹](#).

[00:23:15] OK then, that is it for today's episode on the history of smoking. I hope it's been an interesting one, and that you've learnt something new.

[00:23:25] As always, I would love to know what you thought of this episode.

[00:23:29] What is the culture towards smoking in your country?

[00:23:32] How has this changed over the course of your lifetime?

[00:23:36] What do you think when you hear that a tobacco company wants to help create a “smoke free future”? I would love to know, so let's get this discussion started.

[00:23:47] You can head right into our community forum, which is at community.leonardoenglish.com, and get chatting to other curious minds.

[00:23:55] You've been listening to English Learning for Curious Minds, by Leonardo English.

[00:24:01] I'm Alastair Budge, you stay safe, and I'll catch you in the next episode.

[END OF EPISODE]

¹⁰⁰ even though there's been lots of talking

¹⁰¹ going to give up without resistance or easily

Key vocabulary

Word	Definition
Sordid	dirty and not admirable
Glamorous	attractive and stylish
Aspirational	showing success and class
Doubtless	definitely, without doubt
Ashtray	a small dish or container for tobacco ash and cigarette ends
Instituted	introduced, started
In spite of	without being affected by, despite
Widespread	happening among many people
Cultivated	raised, farmed
Indigenous	original
Sacred	related to religion or to a god
Holy	related to religion or to a god

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Prayer	request for help or expression of thanks addressed to a god
On the whole	generally
Puffed	smoked
Overboard	over the side of the ship and into the water
Habit	something that is done regularly and is hard to give up
Caught on	became popular
Pastime	something that is done for enjoyment
Supposed	believed or assumed to be true
Curative	able to cure, medical
Crush	press very hard
Powder	a substance in the form of very small pieces
Inhale	breathe it up into the nose
Inhaling	breathing in
Snuff	ground tobacco seeds in the form of a powder taken into the nose
Snuff-taking	the practice of breathing ground tobacco seeds into the nose

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Took hold	became regular or usual
Dubious	not able to be trusted
Harsh	very unpleasant, difficult to endure
Plantations	large farms in which the particular crop was grown
Beggars	poor people who live by asking people for money or food
Take hold	become popular
High-end	expensive and advanced
Far cry	something very different
Ration packs	packages containing food and other useful items
Cope	deal
Trench	long narrow hole in the ground used for cover during war
Boomed	increased a lot
Rumours	reports of uncertain truth
Tended	were likely
Cough	force air out through the throat with a short loud sound

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Erased	removed, deleted
Peril	harm, cause danger to
Contributed	played a part in, helped to cause
Substantially	to a large degree
Graphic	very clear and powerful
Bombshell	sudden and unpleasant news
Unable	not able
Throat	the front of the neck
Irritation	annoyance
Coughing	forcing air out through the throat with a short loud sound
Disturbing	causing trouble and worry
Addictive	something harmful that is difficult to stop or limit
Nicotine	a harmful chemical
Stimulant	a substance that raises the levels of activity in the body
Routine	usual way of doing things

A History of Smoking

Fundamental forming the base, of central importance

As it turns out as it has been known

Integral necessary or important

Accidental happening by chance

To some extent to a certain degree or level

Onward and forward

Elaborate detailed

Spared no expense spent as much money as needed

End product final product

Persuade make them believe

Subtle difficult to see or encounter

Portrayed presented

Ruggedly having strong and attractive features

Cologne liquid with a pleasant smell, used on the skin

Lifestyle way of living

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Mild	moderate in effect, not having big impact
Suspect	not to be trusted, possibly wrong
Fighting a losing battle	fighting a battle that they could not win
Counter	fight back
Ill effects	bad effects
Undermine	make it less likely to succeed
Hell-bent	very determined or decided to achieve it
Try as it might	no matter how hard they tried
Chronic	continuing or lasting for a long time
Taking it up	becoming interested or involved in it
Concerned	worried about
Groundbreaking	bringing big change
Plaintiffs	people in the case who made the legal complaint
Paid out	paid (a large amount of money)
Shortage	situation in which there aren't enough

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Taking up	becoming interested or involved in it
Regulation	control and rules
Regulated	controlled by using rules
Innovate	introduce new ideas
Vapes	e-cigarettes
Vapour	gas resulting from the heating of a liquid
Vaped	used e-cigarettes
Vape	e-cigarette
Vaping	using e-cigarettes
Enact	make (for a law), put into action
All of this begs the question	all of this causes us to ask the question
Wean itself off	slowly stop doing it or be free of
For all its talk	even though there's been lots of talking
Going down without a fight	going to give up without resistance or easily

We'd love to get your feedback on this episode.

What did you like? What could we do better?

What did you struggle to understand?

Let us know in the forum community.leonardoenglish.com