

\$

1

5

\$20

\$25

\$30

10

20

30

40





\$35

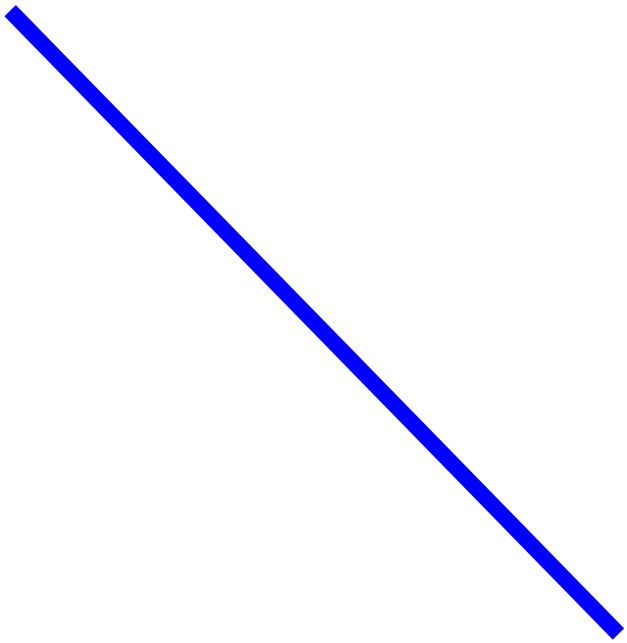




















A change in Tastes
shifts Demand









Buy less

When good is

considered dangerous

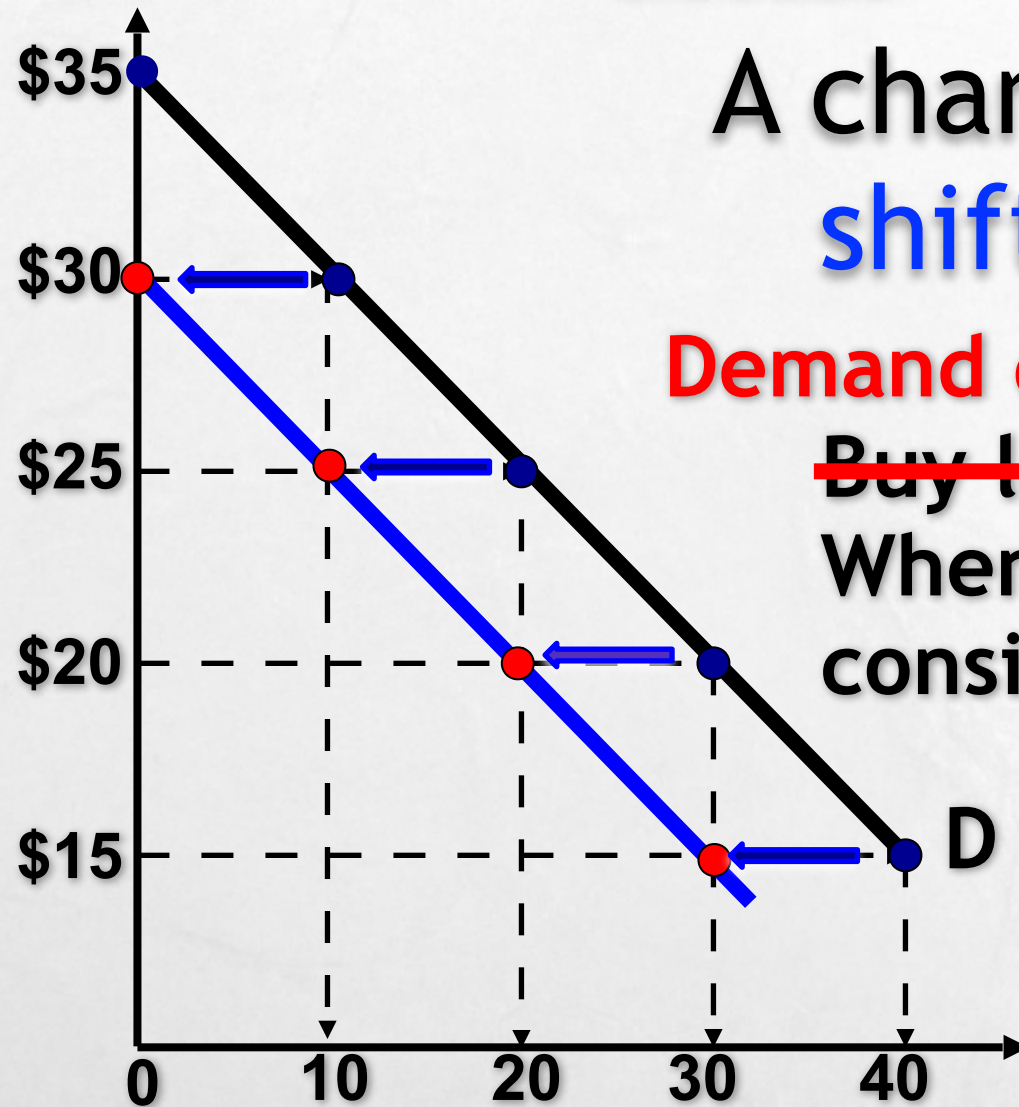
Demand decreases



“e-cigarettes contain flavorants such as diacetyl, a chemical linked to serious lung disease”

De-cigarettes

“e-cigarettes contain flavorants such as diacetyl, a chemical linked to serious lung disease”



A change in Tastes
shifts Demand

Demand decrease

~~Buy less~~

When good is
considered dangerous

D e-cigarettes

