



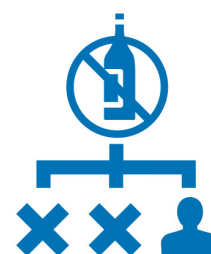
LESSON 1
Prohibition incentivizes illicit markets and criminal activity



LESSON 2
Prohibition triggers serious associated health risks



LESSON 3
Prohibition reduces tax collections at a time when revenue is needed most



LESSON 4
Prohibition sidelines legitimate businesses and depresses formal job opportunities

RISKS ASSOCIATED WITH ILLICIT ALCOHOL CONSUMPTION

CONSUMERS

Serious health risks, including death and blindness.



GOVERNMENT

Loss in fiscal income due to unpaid taxes and health expenses.



BUSINESSES

Licit business lose opportunities to illicit market. Licit brands degraded.



AVOID PROHIBITION LAWS



STOP DEMAND FOR ILLICIT ALCOHOL BY ENSURING ACCESS TO SAFE, LEGAL PRODUCTS



AVOID THE IMPOSITION OF "EMERGENCY TAX" INCREASES ON ALCOHOL



RAMP UP ENFORCEMENT MEASURES TO STOP ILLICIT TRADE

RECOMMENDATIONS TO GOVERNMENTS