

Lights, Camera, Addiction?

Smoking Dominates Oscar "Best Picture" Nominees

Peer-reviewed research shows exposure to tobacco imagery can make young people up to three times more likely to start vaping nicotine.

3X

8 out of 10

"Best Picture" nominees in 2025 feature characters who smoke, and 3 are youth-rated (PG/PG-13). However, well-established research shows that smoking on screen influences young people to start smoking and vaping.

And it's not just background characters. **Oscar favorites** and **social media stars** popular with youth are normalizing smoking on screen:

Timothée Chalamet, a favorite to win "**Best Actor**," smokes in "A Complete Unknown"



Selena Gomez – the most followed woman on Instagram – sleeps next to an ashtray in "Emilia Pérez," the **most nominated film**

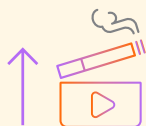


Mikey Madison, a favorite to win "**Best Actress**," smokes in "Anora"



Tobacco in movies is on the rise, according to the most recent annual analysis:

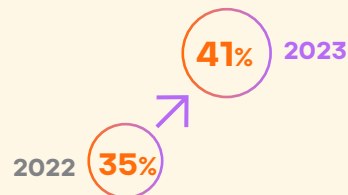
In 2023, the number of movies depicting tobacco **increased for the first time since 2020**.



The number of **tobacco incidents** in movies **surged by 70%** year over year.



41% of top films released in 2023 contained **tobacco**, up from 35% in 2022.



With Hollywood's influence at an all-time high, it's time to stop giving tobacco a starring role.

