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RINGS BY DIOR
SHOES BY DIOR

Photographed by Eryk Fuku

Lung cancer doesn't go with Christian Dior

They finish in a volcanic ash dress. Fall with smoking-related diseases that will
kill about half of all women smokers. Entrance fee to the new cigarette-free zone.
The money you save on the cigarettes? Splurge it on vintage Dior instead.



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This season's must-have
isn't lung cancer.

PRODUCED BY SARA STEIN

Dying prematurely is not. With this season's festive glow by excluding the smoking ritual—about half of all women smokers will die from smoking related diseases. So toss out those cigarettes. Tell it is, and it's, such a story to start in the new year.

