



(Courtesy photo)

**Randy Rosenblum of
Dolan Dobrinsky
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Now, after nearly three days of deliberations, jurors in the commonwealth of Massachusetts awarded Reppucci and his wife nearly \$21 million in damages, returning \$14.4 million for him and \$5.7 million to his wife for their pain and suffering, and nearly \$690,000 in his

medical expenses.

Reppucci, born in February 1953, started smoking as an 8-year-old, becoming a daily smoker by age 10, and a consumer of one to two packs per day by high school, court records show. Doctors diagnosed him with throat and neck cancer in April 2002 and later in July 2018.

Reppucci pointed to his addiction to cigarettes that were manufactured by the defendants, who were allegedly aware of how addictive their products were, yet failed to remedy them to avoid smokers, like the plaintiff, developing cancer. At trial, Reppucci aimed to prove this through three expert witnesses.

Among them was Robert Proctor, a historian and cigarette design expert at Stanford University, who told jurors about defendant Reynolds' extensive understanding of addiction.

The insight was relevant because of Reppucci's repeated cancer diagnoses and his unexpected recovery in the second round of chemotherapy, despite doctors informing him that he had less than three months to live.

And to demonstrate the impact of the defendant's alleged actions, Rosenblum recalled, in part, the dramatic moment when Reppucci took the stand to testify.

Reppucci had most of his tongue removed as a result of his cancer treatment. Doctors used skin grafts to give Reppucci what was called a flap, which caused slurring and a speech cadence, leading people to believe he had an intellectual disability.

"His testimony was powerful in the sense that by listening to and watching him, you could sense just how much damage was done to him," Rosenblum said. "It was difficult at times to understand him. He explained how he couldn't swallow and how he had a feeding tube 24 hours a day. You could tell the jury was listening intently because they were afraid they might miss something."

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