# FAST FACTS ABOUT FLAVORED TOBACCO PRODUCTS

## Sweet, Flavored Cigar Products are the New Tobacco of Choice Among Youth

- The tobacco industry is marketing cheap, flavored, small cigars and cigarillos to young people. Youth are now twice as likely as their older counterparts to be cigar smokers.[i]

- More than 31% of Minnesota high school students report that they have tried flavored cigars, cigarillos or little cigars at some point in their lives.[ii]

- Almost 20% of 12th grade Minneapolis boys are smoking cigar products like cigarillos on a regular basis. They are now smoking cigar products at a higher rate than cigarettes.

## Sweet Candy and Fruit Flavors Are Designed to Attract and Addict Kids

- Many cigarette makers have manipulated their cigarette products to become "little cigars" that avoid federal and most state regulations, including the federal Family Smoking Prevention and Tobacco Control Act's ban on flavored cigarettes, the increase in the federal excise tax on cigarettes, and state laws governing cigarettes. The 2012 Surgeon General's report noted that flavored cigarettes such as Sweet Dreams re-emerged as Sweet Dreams flavored cigars after the federal restriction on flavored cigarettes went into effect. [iii]

- There is an explosion of new flavored cigars and other tobacco products in candy and fruit flavors such as grape, vanilla, orange, chocolate and cherry, which mask the real taste of tobacco.

- Tobacco companies are using the same flavor chemicals in their sweet flavored cigar and other tobacco products that are used in popular candy and drink products like LifeSavers, Jolly Ranchers and Kool-Aid.[iv]

- Different from cigarettes, cigarillos come in single and two pack sizes that are cheap and kids can afford to buy them with pocket money.

- The cheap price and tasty flavors are tobacco industry marketing tactics to attract kids and get them addicted to tobacco.

## Tobacco Retailers are Stocking Their Shelves with Sweet Flavored and Cheap Tobacco

- Two thirds of the 397 Minneapolis tobacco retailers sell flavored little cigars and cigarillos.[v]

- 72% of the 397 Minneapolis retailers sell single packs of cigars and cigarillos.[vi]

- 50% of the 397 Minneapolis tobacco retailers offered price promotions for little cigars and cigarillos.[vii]

- Cigars sold in singles and two-packs are combined with deals like 2 for .89 cents making them cheap and attractive for young people who are three times more price sensitive than adults.[viii]

## Flavored Tobacco is as Dangerous as Cigarettes

- These new products are just as dangerous as cigarettes with the same health risks of cancer, heart disease and chronic obstructive pulmonary disease.[ix]

- One cigar can contain as much tobacco as five to twenty cigarettes and contains more nicotine.[x]

- A single cigar can potentially provide as much nicotine as a pack of cigarettes.[xi]

## Strategies for Reducing Youth Tobacco Sales

Cities across the country are taking steps to protect youth from tobacco marketing:

- Creating minimum pack sizes for cigarillos to raise the price: Brooklyn Center, MN; Boston, MA; New York City, NY

- Limits on flavored tobacco products: New York City, NY; Providence RI; Maine; Chicago IL

- Prohibition on price discounting, price promotions and coupons redemption: New York City, NY; Providence, RI

- Increasing the minimum age that people can legally buy tobacco from 18-21: New York City, NY

Minneapolis Health Department, June 2014
This work is funded by a Community Transformation Grant from the Centers for Disease Control and Prevention.

---

i Campaign for Tobacco Free Kids. Not Your Grandfather's Cigar. A New Generation of Cheap & Sweet Cigars Threatens a New Generation of Kids. 2013. http://www.tobaccofreekids.org/what_we_do/industry_watch/cigar_report/

ii Minn. Dep't of Health (MDH), 2011 Update: Results from the Minnesota Youth Tobacco and Asthma Survey 12 tbl.7 (2011), available at http://www.health.state.mn.us/divs/chs/tobacco/FullReport2011.pdf.

iii U.S. DEP,T HEALTH & HUMAN SERVS., PREVENTING TOBACCO USE AMONG YOUTH AND YOUNG ADULTS, A REPORT OF THE SURGEON GENERAL 205 (2012), *available at* http://www.surgeongeneral.gov/library/reports/preventing-youth-tobacco-use/full-report.pdf.

iv iv Candy Flavorings in Tobacco. New England Journal of Medicine May 7, 2014 doi: 10.1056/NEJMc1403015

v Association for Nonsmokers Rights MN. Minneapolis Tobacco Retailer Assessment. 2012.

vi Ibid.

vii Ibid

viii Affidavit of Frank J. Chaloupka ¶ 16, Nat'l Ass'n of Tobacco Outlets, Inc. v. City of Providence, C.A. No. 12-96 M (D.R.I. December 10, 2012) (citing Eugene M. Lewit & Douglas Coate, The Potential for Using Excise Taxes to Reduce Smoking, 1 J. Health Econ. 121 (1982); and Eugene M. Lewit et al., The Effects of Government Regulation on Teenage Smoking, 24 J. Law & Econ. 545 (1981)).

ix Campaign for Tobacco Free Kids. Not Your Grandfather's Cigar. A New Generation of Cheap & Sweet Cigars Threatens a New Generation of Kids. 2013. http://www.tobaccofreekids.org/what_we_do/industry_watch/cigar_report/

x Nat'l Cancer Inst., Cigar Smoking and Cancer, http://www.cancer.gov/cancertopics/factsheet/Tobacco/cigars.

xi Ibid.