



Flavored Tobacco Fact Sheet

About Flavored Tobacco Products

- Candy- and fruit-flavored cigarettes were banned under the Family Smoking Prevention and Tobacco Control Act in 2009. However, menthol cigarettes, non-cigarette smoked tobacco products and smokeless products were not included in the ban.^{i,ii}
- Non-cigarette smoked tobacco products include cigars, little cigars and cigarillos.
 - Nationwide, there has been an alarming increase in the use of non-cigarette smoked tobacco products, according to a recent report. The use of these dangerous smoked tobacco products increased by 123 percent from 2000 to 2011.ⁱⁱⁱ
 - Little cigars are cigarette-sized. Many of these little cigars look exactly like cigarettes with a darker wrapper.^{iv}
 - This alarming increase is the result of smokers seeking lower-cost alternatives since small cigars are taxed at much lower rates than cigarettes.^v
- Smokeless tobacco includes chew, dip, snuff, snus and a host of emerging products.
 - New smokeless tobacco products like orbs (dissolvable tobacco pellets), toothpick-like sticks, and dissolvable strips closely resemble gum, candy and breath strips.
 - Another new product is snus, which are small, teabag-like pouches containing tobacco that users place between their upper gum and lip.

The Issue

- The flavoring and lower costs of these non-cigarette smoked tobacco products and of smokeless tobacco products make them especially appealing to youth.
 - Flavored tobacco products are widely considered to be starter products.
 - Studies have shown that youth erroneously believe flavored tobacco products are less harmful than their non-flavored counterparts.^{vi}
 - Candy and fruits flavors mask the bad taste of tobacco, making it easier for youth to start using.
- Flavored tobacco products are helping to create a new generation of lifelong nicotine addicts.
 - The design and contents of tobacco products make them more attractive and addictive than ever before, according to the 2012 Surgeon General's report.^{vii}
 - Since 1988, *nicotine* has been established to be as *addictive as heroin and cocaine*.^{viii}
 - Adolescents' bodies are more sensitive to nicotine, and adolescents are more easily addicted than adults.^{ix}
 - Compared to cigarettes, smokeless tobacco products like chew and dip can contain more nicotine.^x



- Once they start using one tobacco product, they are more likely to experiment with others.^{xi}
 - The use of multiple tobacco products – including cigarettes, cigars, and smokeless tobacco – is common among youth and young adults.^{xii}
 - Among those who use tobacco, more than half of high school males and nearly a third of high school females use more than one tobacco product. These products include cigarettes, cigars, and smokeless tobacco, such as chew and snus, a dry snuff in a small teabag-like sachet.
 - Evidence shows that adolescent boys who use smokeless tobacco have a higher risk of becoming cigarette smokers within four years.^{xiii}
- Flavored tobacco products can lead to life-threatening diseases.
 - Like cigarettes, non-cigarette smoked tobacco products and smokeless tobacco – whether they're flavored or not – cause cancer, heart disease, and other smoking-related diseases.
 - Traditional smokeless products, like chew and dip, contain 28 cancer-causing agents (carcinogens).^{xiv}
 - Users of these products have an 80 percent higher risk of oral cancers.^{xv}
 - Users of these products have a 60 percent higher risk of pancreatic and esophageal cancer.^{xvi}
 - Aside from the increased risk of cancer, the use of smokeless tobacco can increase the risk of heart attack and stroke.^{xvii}
- Tobacco use also causes immediate damage.
 - Early cardiovascular damage is seen in most young smokers; those most sensitive die very young.^{xviii}
 - New research shows that smoking during adolescence and young adulthood causes early damage to the abdominal aorta, the large artery that carries oxygen-rich blood from the heart through the abdomen to major organs.
 - Smoking reduces lung function and retards lung growth.^{xix}
 - New research shows that smoking during adolescence and young adulthood causes early damage to the abdominal aorta, the large artery that carries oxygen-rich blood from the heart through the abdomen to major organs. Even young adults who have only been smoking for a few years can show signs of narrowing of this large artery.
 - Teens who smoke are not only short of breath today; they may end up as adults with lungs that will never grow to full capacity. Such damage is permanent and increases the risk of chronic obstructive pulmonary disease (COPD).

Youth in Florida

- One in seven Florida youth between the ages of 11 and 17 has tried flavored tobacco.^{xx}
- Cigar use, particularly little cigars and cigarillos, is a serious concern among Florida's youth.
 - While cigarette smoking has declined among Florida's youth, the prevalence of cigar smoking has trended upward in recent years.^{xxi}
 - More Florida high school students are current cigar smokers than cigarette smokers – 11.4 percent compared to 10.1 percent respectively.^{xxii}



- Among middle school students, 3.3 percent of reported current cigarette use in 2012.^{xxiii}
- In 2012, 5.6 percent of high school students and 2.3 percent of middle school students reported current smokeless tobacco use.^{xxiv}

The Tobacco Industry's Role

- The tobacco industry is losing more of its customers. Not only are more tobacco users quitting, every day more than 1,200 people in the U.S. die from smoking.^{xxv}
 - For each of those deaths, at least two youth or young adults become regular smokers each day.^{xxvi}
 - Nearly nine out of 10 of these replacement smokers start by age 18.^{xxvii}
 - Because of nicotine addiction, about three out of four teen smokers end up smoking into adulthood, even if they intend to quit after a few years.^{xxviii}
 - Among youth who persist in smoking, a third will die prematurely from smoking.^{xxix} For every person who dies from tobacco use, another 20 suffer from one or more serious smoking-related illnesses.^{xxx}
- With cigarette smoking rates on the decline in the U.S., the tobacco industry insures its livelihood by creating products and strategies that attract a new generation of tobacco users.
- Numerous internal tobacco industry documents reveal that the companies perceive kids as an important target, and develop products like flavored tobacco and marketing campaigns aimed at them.
 - In 1981, a Phillip Morris research report stated: "It is important to know as much as possible about teenage smoking and attitudes. Today's teenage is tomorrow's potential regular customer, and the overwhelming majority of smokers first begin to smoke while still in their teens."^{xxxi}
 - In a 1979 memo on fruit-flavored chewing products, one tobacco executive wrote: "Many people felt that younger chewers would be attracted to products with less tobacco taste. For example, it was suggested that we investigate the possibility of borrowing switching study data from the company which produces "Life Savers" as a basis for determining which flavors enjoy the widest appeal."^{xxxii}
 - In a 1978 memo on the sale of Newport cigarettes, one tobacco executive wrote: "[T]he base of our business is the high school student."^{xxxiii}
 - A 1972 Brown & Williamson research report, titled "Youth Cigarettes - New concepts," stated: "We believe that there are pipe tobaccos that have a sweet aromatic taste. It's a well known fact that teenagers like sweet products. Honey might be considered."^{xxxiv}
- Tobacco companies spend more than a million dollars an hour – over \$27 million a day – in this country alone to market their products.^{xxxv}



Protecting Youth

- In Florida, many municipalities have taken on flavored tobacco.
 - As of September 30, 2012, 42 of the 67 counties in the state have passed resolutions urging tobacco retailers to restrict the sale and marketing of flavored tobacco products.
 - About 115 cities have passed resolutions urging tobacco retailers to restrict the sale and marketing of flavored tobacco products.
- In 2010, the Florida Department of Health re-launched a comprehensive media campaign that demonstrates the severe health and emotional toll of tobacco-related death and disease.
 - Research proves that hard-hitting media campaigns are effective at promoting quit attempts and reducing youth tobacco initiation.^{xxxvi}
 - Tobacco Free Florida's multi-media counter marketing campaign reaches youth through ads on social, digital and broadcast media.
- Tobacco Free Florida is a comprehensive tobacco prevention and cessation campaign.
 - The program funds community-level interventions in every county, which include supporting a local Students Working Against Tobacco (SWAT) chapter.
 - SWAT youth are empowered to educate their peers and community members about the dangers of tobacco and the historic marketing practices of the tobacco industry.
 - SWAT youth across the state have been important advocates against candy-flavored tobacco and supporters of local resolutions urging tobacco retailers to restrict the sale and marketing of flavored tobacco products.
- Currently, the Food and Drug Administration (FDA) is examining options for regulating these remaining categories of flavored tobacco products.
 - Fruit- and candy-flavored cigarettes were banned under the Family Smoking Prevention and Tobacco Control Act in 2009.
 - However, menthol cigarettes, flavored cigars, cigarillos and smokeless products were not included.^{xxxvii, xxxviii}

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STUDENTS WORKING AGAINST TOBACCO

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ⁱⁱⁱ Centers for Disease Control and Prevention. Morbidity and Mortality Weekly Report (MMWR), Consumption of Cigarettes and Combustible Tobacco—United States, 2000–2011, August 3, 2012 / 61(30):565-569

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^v Centers for Disease Control and Prevention. Morbidity and Mortality Weekly Report (MMWR), Consumption of Cigarettes and Combustible Tobacco—United States, 2000–2011, August 3, 2012 / 61(30):565-569

^{vi} FDA Flavored Tobacco Product Fact Sheet, 2011

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^{xii} <<http://www.fda.gov/TobaccoProducts/ProtectingKidsfromTobacco/FlavoredTobacco/ucm183196.htm>>

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