

Big Tobacco is **Sweet Talking** Our Kids!

The tobacco industry uses three main tactics in its efforts to hook kids on tobacco products. The industry makes its products:

Sweet

The tobacco industry sells products in sweet flavors that appeal to young people.

- Flavored tobacco products are considered “starter” products that aid in the establishment of smoking patterns for youth and can lead to a long-term addiction. ¹
- Federal law prohibits the sale of flavored cigarettes because tobacco companies were marketing flavored cigarettes specifically to minors, who were more likely to have tried these products than older smokers. ^{2,3}
- Tobacco companies are using the same flavor chemicals found in candy and soft drink products such as Life Savers, Jolly Ranchers, and Kool Aid to flavor their cigars and smokeless tobacco. ⁴

Cheap

The tobacco industry prices its products cheaply to encourage impulse buys by adolescents.

Easy to Get

These cheap, flavorful tobacco products are easily available to young people in gas stations, pharmacies, corner stores, grocery stores, mini-marts, and many other types of retail stores throughout Massachusetts.



Make smoking history.

GetOutraged.org

GET OUTRAGED!

1. Food and Drug Administration. “Fact Sheet: Flavored Tobacco Products.” Accessed 2/17/16. <http://www.fda.gov/downloads/TobaccoProducts/Labeling/ProductsIngredients-Components/UCM183215.pdf> and U.S. Department of Health and Human Services. 2012. Preventing Tobacco Use Among Youth and Young Adults: A Report of the Surgeon General. Atlanta: U.S. National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, p. 539. www.surgeongeneral.gov/library/reports/preventing-youth-tobacco-use/full-report.pdf.

2. Carpenter CM, Wayne GF, Pauly JL, et al. 2005. “New Cigarette Brands with Flavors that Appeal to Youth: Tobacco Marketing Strategies.” Health Affairs. 24(6): 1601–1610.

3. U.S. Department of Health and Human Services. 2012. Preventing Tobacco Use Among Youth and Young Adults: A Report of the Surgeon General. Atlanta: U.S. National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, p. 539. www.surgeongeneral.gov/library/reports/preventing-youth-tobacco-use/full-report.pdf.

4. Brown, JE, et al., “Candy Flavorings in Tobacco,” New England Journal of Medicine, DOI: 10.1056/NEJMc1403015, May 7, 2014, <http://www.nejm.org/doi/full/10.1056/NEJMc1403015>.