



# The tobacco industry is targeting your kids—right in your own backyard.

## **The tobacco industry knows that to stay in business, they need to hook young people.**

The tobacco industry is always changing its tactics to get around new laws and regulations that are passed to restrict tobacco's influence on young people. Designing new tobacco products—like candy-flavored dissolvable tobacco—is the latest in the industry's bag of tricks.

## **Young people who are hooked now face a lifetime of addiction.**

Nearly all adult smokers started before they were 18. Because their bodies and brains are still developing, young people are especially vulnerable to nicotine addiction. The younger they start, the more likely they are to become a lifetime smoker.

## **Tobacco use is a gateway to other drugs.**

For teenagers, using tobacco is an entry point to other high-risk behaviors. Young people who smoke are 4 times more likely to use alcohol. They are 26 times more likely to use cocaine.

## **Fight the tobacco industry's impact on young people.**

### **Here's what you can do:**

- **Talk to your kids about tobacco**, especially new tobacco products. Do their friends use tobacco? What new products have they seen?
- **Find out what's in your neighborhood.** What's the tobacco industry up to your community? Let us know by completing the postcard survey of a store in your community. (Postcard available at [www.makesmokinghistory.org](http://www.makesmokinghistory.org).)
- **Stay informed.** Visit [www.makesmokinghistory.org](http://www.makesmokinghistory.org) to sign up for email alerts about new tobacco products and ways to combat tobacco industry tactics.
- **Spread the word.** Many people think that the tobacco problem is solved. It's not. Every year, more than 7,000 children in Massachusetts become daily smokers. They will go on to battle that addiction throughout their adult lives.

**Keep kids tobacco-free. Make smoking history.**



Massachusetts Department of Public Health

**Make smoking history.**

The tobacco industry works to make tobacco use more appealing to young people. Products are available in candy-like and alcohol flavors and many have stylish packaging. Some products are made to look like lip balm, candy, or something else that parent or teacher might not be able to identify as tobacco.

## Here are some of the latest tobacco industry products aimed at young people:

### Blunts, blunt wraps, and pipe/tip cigars:

Small cigars, with or without filters, in a variety of flavors.

Blunts are *strongly* associated with marijuana use.

Users empty the tobacco and replace it with marijuana.

Blunt wraps are empty blunt shells.

Common brands include *Phillies*, *Black & Mild*, *True Blunt*, *Swisher Sweets*, *Happy Hour*, and *Prime Time*.



### Snus:

Moist tobacco in small teabag-like pouches. Used like chewing tobacco, but without spitting. One pouch has same nicotine as 6-8 cigarettes.

Major brands include *Camel*, *Marlboro*, *Triumph*, and various Swedish brands.

Because there is no smoke or spitting, it's not easy to know that someone is using it.

### Electronic Cigarettes:

Metal device resembling a cigarette uses nicotine cartridges.

Electricity vaporizes a liquid nicotine solution, and the vapor is inhaled. Different varieties are available with different nicotine concentrations.

Currently being marketed online and in mall kiosks.



### Dissolvable Tobacco:

Fine-milled tobacco in a dissolvable candy base. Because it looks and tastes like candy, it is an attractive first tobacco product for young people.

Common brands include Ariva and Stonewall (pills) and Camel (pills, sticks and strips).

Depending on type, one piece of dissolvable tobacco contains the same nicotine as 1 – 6 cigarettes.