

Disguising something doesn't make it any less dangerous



Don't let little cigars fool you – or your kids!

LITTLE CIGARS ARE JUST LIKE CIGARETTES:

They're about the same size, have a filter and are sold in packs – just like cigarettes. They contain the same toxic compounds and carcinogens – just like cigarettes.¹ But little cigars are wrapped in tobacco leaf instead of paper.

Why is that difference important?

Because it gets little cigars classified as *cigars*, which means they're not subject to the same taxes and regulations as cigarettes.

Little cigars are cheaper and less regulated, and often sold in sweet, fruity flavors – which makes them popular with youth smokers:

- More than 40% of youth smokers (grades 6-12) use little cigars or flavored cigarettes.²
- 11.6 percent of high school students were current cigar smokers, and 38.4 percent of these cigar smokers used flavored little cigars.²
- Each day, more than 2,500 kids under 18 try cigar smoking for the first time.³
- Many laws and restrictions pertaining to cigarettes – such as federal laws banning flavored cigarettes, blocking illegal Internet sales, and restricting cigarette marketing – do not apply to cigars.⁴

1. National Cancer Institute. Cigars: Health Effects and Trends. Smoking and Tobacco Control Monograph No. 9. Smoking and Tobacco Control Monograph No. 9. Bethesda (MD): National Institutes of Health, National Cancer Institute, 1998 [accessed 2015 Oct 19].

2. "Flavored-Little-Cigar and Flavored-Cigarette Use Among U.S. Middle and High School Students," Brian A. King, Ph.D., M.P.H., Michael A. Tynan, Shanta R. Dube, Ph.D., M.P.H., Rene Arrazola, M.P.H. Journal of Adolescent Health, Volume 54, Issue 1, January 2014, Pages 40–46.

3. Substance Abuse and Mental Health Services Administration (SAMHSA). HHS. Results from the 2014 National Survey on Drug Use and Health, NSDUH: Summary of National Findings, 2015. <http://www.samhsa.gov/data/sites/default/files/NSDUH-Deftabs2014/NSDUH-Deftabs2014.pdf>. Cigars are defined as cigars, cigarillos or little cigars.

4. "The Rise of Cigars and Cigar-Smoking Harms," Campaign for Tobacco Free Kids.

Little cigars and other flavored tobacco products are marketed to kids in ways cigarettes can't be:



Real cigars



Bubblegum cigars

And because they're safe from the cigarette tax, they're a lot easier for kids to afford:



KIDS CAN BE PROTECTED FROM LITTLE CIGARS:

- A 2009 law granted the FDA authority over cigarettes, smokeless tobacco and roll-your-own tobacco.
- Also in 2009, the federal government enacted a ban on candy- and fruit-flavored cigarettes, but not cigars.
- The 2009 law allowed the FDA to expand its jurisdiction over all other tobacco products. The agency indicated a willingness to do so, but has yet to act.

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Sometimes a cigar is not just a cigar – it's a cigarette in disguise. Don't be fooled!

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