



Protect Your Child

www.tobaccofreekids.org

www.smokefreewi.org

New Tobacco Products Target Kids



New Line of Products Appeal to Today's Youth

The tobacco industry has created new lines of products designed to tempt kids. They use candy flavorings and bright colors to make the products appealing to young people. Flavors include chocolate, vanilla, mint, dreamsicle, wildberry, and watermelon. The new packaging looks like candy packaging. These products taste better than traditional tobacco and are getting youth

addicted to nicotine and ready to move on to harsher products. The nicotine delivered in these products is between 0.6 and 3.1 mg. The new products include:

- **Sticks** - a toothpick-sized flavored stick made from finely ground tobacco that dissolves in the mouth within ten minutes.
- **Strips** - each strip is like a mouth-wash/breath freshener strip but is made from finely ground tobacco that dissolves within three minutes.
- **Orbs** - a dissolvable flavored pellet, like a tic-tac, made from finely ground tobacco that dissolves in up to 15 minutes.
- **Snus** - a spit-free, smoke-free, mess-free, tobacco that comes in a small pouch and is placed under the upper lip.
- **Revved up energy dip** - a chewing tobacco blend that claims hours of alertness and focus without the crash or jitters usually associated with energy drinks.
- **Flavored cigars** - traditional cigars in bright colors and a variety of flavors.

- Each year, 8,000 people in Wisconsin die from tobacco-related illness.
- Cigarette smoking causes 83% of all lung cancer deaths and 14% of cardiovascular disease deaths.
- In 2008, there were more than 374 million packs of cigarettes sold in WI.
- In 2007, an estimated \$2.8 billion in health care costs were paid in WI as a result of diseases caused by smoking.



Smokeless and Other New Products Are Not a Safe Alternative to Smoking

The tobacco industry claims the new products offer reduced health risks. Although the consequences of using these products may be different, the truth is these smokeless products are just as deadly. The

health issues that accompany smokeless tobacco use include:

- Oral cancer
- Throat cancer
- Pancreatic cancer
- Tooth loss
- Gum disease
- Increased risk of heart disease
- Increased risk of heart attack
- Increased risk of stroke
- Decreased physical ability

Flavored cigars and smokeless products are addictive and harmful. They are less expensive, they appeal to children and keep existing smokers addicted.