



**Vote YES to Protect Kids from Big Tobacco's Candy-Flavored Deception**  
*California is once again fighting Big Tobacco to keep our kids safe and healthy. Vote YES to protect the next generation from getting lured into a lifelong addiction to nicotine with candy-flavored and minty-menthol tobacco products.*

### **Background**

Big Tobacco is trying to overturn the bipartisan California law that protects children from getting hooked on candy-flavored e-cigarettes, cheap sweet cigars, and minty-menthol cigarettes.

Why? Because Big Tobacco knows hiding dangerous and addictive nicotine products behind candy flavors preferred by kids, like root beer, blue raspberry, bubblegum, and minty menthol, is a sure way to get kids hooked into a lifetime of addiction.

### **Big Tobacco Uses Candy Flavors to Hook Kids**

Big Tobacco has spent millions on lobbying so California retailers could keep selling the candy-flavored products they market to children. Big spending from Big Tobacco is why youth e-cigarette use has skyrocketed to what the Surgeon General and FDA have called "epidemic" levels.\*

- **3.6 MILLION middle and high school students now use e-cigarettes**
- 4 out of 5 kids who have used tobacco started with a flavored product.\*\*
- 70% of youth e-cigarette users say they use e-cigarettes "because they come in flavors I like"\*\*\*\*

E-cigarettes deliver massive doses of nicotine, a highly addictive drug that puts youth users at greater risk for addiction and is especially harmful to kids. It can harm adolescent brain development and impact their attention, mood, and impulse control. A YES vote on this measure will help keep California kids from getting hooked on nicotine.

### **Big Tobacco Preys on Black Communities**

At a time when racism has been declared a public health crisis, we need to also call out the racist practices of big tobacco. For more than 60 years the tobacco industry has intentionally targeted the Black community – and other communities of color – hooking generations of Black youth on minty-sweet menthol cigarettes and other candy-flavored tobacco products, and profiting off addiction, disease and death.

- In the 1950s, fewer than 10% of Black Americans who smoked used menthols.+ **Today, 85% of Black smokers use minty menthols.\*\***

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## **Big Tobacco Costs California Taxpayers**

Every time Big Tobacco addicts another generation of kids to smoking, they put taxpayers – whether they smoke or not – on the hook for billions of dollars in health care costs to treat tobacco-related diseases. Voting *YES* on this measure will stop kids from getting hooked on candy-flavored tobacco and keep tobacco companies from profiting at our expense.

- Delaying the implementation of California’s bipartisan law that protects kids from the risks of candy-flavored tobacco and minty-menthol cigarettes will cost Californians at least **\$800 MILLION in tobacco-related health care costs.**\*\*\*

A diverse coalition of public health groups, parents, and community leaders are standing up to keep our kids safe from Big Tobacco’s candy-flavored deception.

**YOU can help win the fight against Big Tobacco. Say YES to protect California kids.**

\* Office of the Surgeon General, “Surgeon General’s Advisory on E-Cigarette Use Among Youth,” December 18, 2018, <https://e-cigarettes.surgeongeneral.gov/documents/surgeon-generals-advisory-on-e-cigarette-use-among-youth-2018.pdf>.

\*\* Ambrose, BK, et al., “Flavored Tobacco Product Use Among US Youth Aged 12-17 Years, 2013-2014,” *Journal of the American Medical Association*, published online October 26, 2015.

\*\*\* FDA, “Modifications to Compliance Policy for Certain Deemed Products: Guidance for Industry, Draft Guidance,” March 13, 2019, <https://www.fda.gov/media/121384/download>.

+ Gardiner, PS, “The African Americanization of menthol cigarette use in the United States,” *Nicotine & Tobacco Research*, 6(S1): S55-S65, 2004.

\*\*+ Delnevo, CD, et al., “Banning Menthol Cigarettes: A Social Justice Issue Long Overdue,” *Nicotine & Tobacco Research*, 22(10): 1673-1675, 2020.

\*\*\*+ Chaloupka, F. J. and Glantz, S.A. Potential Effects of a Ban on the Sale of Flavored Tobacco Products in California, University of Illinois at Chicago, 2021. <https://tobacconomics.org/files/research/671/ca-flavor-ban-and-revenues-3-29-21.pdf>.