

# DISTURBING FACTS

## Single Sale and Flavored Cigars

### Health Risks of Smoking Cigars

- ▶ Cigar tobacco has a high concentration of nitrogen compounds, some of the most potent cancer-causing substances known.
- ▶ Cigar smoking increases the risk of lung, mouth, throat and other cancers.
- ▶ Cigar smokers who inhale have a dramatically increased risk of death from oral, throat, bladder and pancreatic cancer.
- ▶ Because cigars contain more tobacco than cigarettes and burn longer, they give off greater amounts of secondhand smoke.

### Youth Cigar Smoking Prevalence

- ▶ According to the Maryland Youth Tobacco Survey (2010), 14% of Maryland high school students currently smoke cigars, which is now virtually equivalent to youth cigarette use.
- ▶ Nearly 80% of underage Maryland high school cigar smokers smoke flavored cigars.
- ▶ In 2010, 75% of underage Maryland high school current cigar smokers reported having purchased cigarillos.

### Flavored Cigars Entice Youth to Start Smoking

- ▶ Cigars come in a variety of kid-friendly flavors, including: cherry, wine, vanilla, chocolate, grape, pink berry, strawberry, sour apple, and peach.
- ▶ Flavors mask the natural harshness and taste of tobacco, making initiation easier for young smokers.

### Individually sold cigars are available for less than \$1.00

- ▶ At less than \$1.00, single cigars are accessible to even the youngest smoker and an impulse purchase for many consumers. They can cost less than a candy bar or an ice cream cone!
- ▶ Because they are sold as singles, youth can use the cigar just after purchase, with no need to hide the remaining pack from adults.
- ▶ Of Maryland high school youth who purchased a cigar in the 30 days prior to being surveyed, nearly 65% reported purchasing less than four cigars at a time, with over half of these youth purchasing just one cigar at a time.
- ▶ If sold in small quantities, cigar packaging does not include the health warnings as seen on cigarettes.
- ▶ The most popular cigarillos among youth include: *Black & Milds*, *White Owl*, *Swisher Sweets*, and *Phillies Blunts*.

If you were a teen, which would you buy with your pocket change?



Pack of 20 cigarettes: \$6.00+



Single Cigar: 69¢