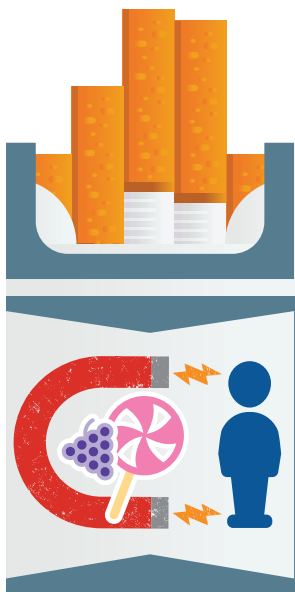


RESTRICT THE SALE OF FLAVORED TOBACCO PRODUCTS

Minnesotans agree: We can do more to prevent kids from becoming addicted. Menthol-, candy- and fruit-flavored tobacco products are attractive to kids and can lead to a lifetime of tobacco addiction and disease. Minnesotans for a Smoke-Free Generation supports restricting the sale of these products to create a healthier future for our kids.

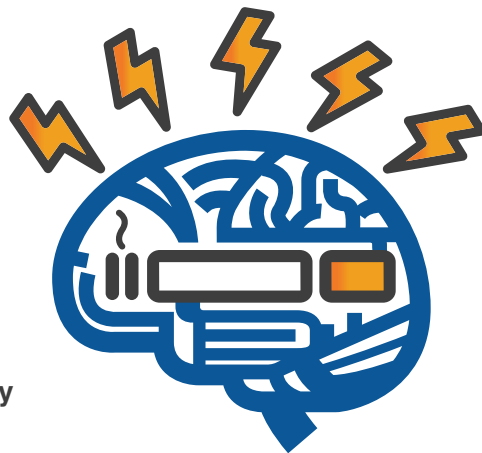
THE TOBACCO INDUSTRY USES MENTHOL, CANDY AND FRUIT FLAVORS TO ATTRACT THE NEXT GENERATION OF SMOKERS.^{1,2}



- Flavored tobacco products mask the harsh taste but are **just as addictive and harmful as unflavored tobacco products.**³
- Several Minnesota communities **have taken action to restrict youth access** to flavored tobacco products.

NICOTINE HARMS THE ADOLESCENT BRAIN AND MAY PRIME YOUTH FOR ADDICTION.³

- Today's e-cigarettes can deliver very high levels of nicotine . . . but **youth often don't know they contain nicotine at all.**^{4,5}



MOST KIDS START USING TOBACCO WITH FLAVORED PRODUCTS.



80%



- **80 percent of kids who use tobacco** use fruit, candy or menthol flavors.⁶
- In Minnesota, almost **40 percent of high-school students have tried e-cigarettes**, which come in kid-friendly flavors.⁷
- Youth tobacco use in Minnesota has increased for the first time in 17 years. **E-cigarette use, now called an epidemic by the U.S. Surgeon General, has disrupted a downward trend in youth tobacco use.**^{7,8}



MENTHOL MAKES SMOKING EASIER TO START AND HARDER TO QUIT.⁹

- Tobacco companies **target menthol products to youth**, African Americans and other populations.^{1,2,10,11,12}
- Among Minnesota teen smokers, **34 percent** report smoking menthols.⁷



ONE LORILLARD EXECUTIVE
FAMOUSLY WROTE

**“THE BASE OF OUR BUSINESS
IS THE HIGH-SCHOOL STUDENT”**

WHEN REFERRING TO NEWPORT,
A TOP-SELLING MENTHOL BRAND.¹²

Minnesotans for a Smoke-Free Generation is a coalition of more than 60 organizations that share a common goal of saving Minnesota youth from a lifetime of addiction to tobacco. The coalition supports policies that reduce youth smoking and nicotine addiction, including increasing tobacco prices, raising the tobacco sale age to 21, limiting access to candy-, fruit- and menthol-flavored tobacco, and funding tobacco prevention and cessation programs.

Find out more at www.smokefreegenmn.org.

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