



I AM : *smoking*
Drugs *Anorexia*
Underage Drinking



Camel filtre. Une Camel plus douce à 3,30

**TOLUENE,
A TOXIC
CHEMICAL,
IS FOUND IN
PAINT THINNER.
AND
CIGARETTES.**

If you or someone you know needs free help to quit smoking, call 1-800-QUIT NOW.



New Generation Tobacco Products

Feature products you are seeing in your area or that are available in Michigan.

- New Generation Tobacco Products include:
 - E-cigarettes, snus, sticks, strips, orbs, hookah, dokha, other forms of dissolvables, etc.
- But don't forget established forms of Other Tobacco Products, including:
 - Spit/Chew/Snuff, Cigars, Pipes
 - Use real products in display or photos.
- Dual use of cigarettes and other forms of tobacco products is expected to rise as individuals seek to avoid smoke-free laws and policies.

IMPORTANT: Be certain to distinguish between FDA-approved **Nicotine Replacement Therapy** and new generation products. You may wish to promote NRT during events such as the Great American Smokeout.



New Generation Tobacco Products

- Some products are made with tobacco, while others are made with nicotine – a tobacco derivative. Nicotine is highly addictive and poisonous in pure form.
- Many new generation products resemble candy and come in small packages easily opened by children; even small amounts of nicotine can be **lethal** to children.
- New generation tobacco products are **not** a safe alternative to smoking, and are **not** approved as nicotine replacement therapy.



A Word On Price

- New Generation and Other Tobacco Products are not only taxed less than a pack of cigarettes, but are also less expensive than a pack of cigarettes, making them easier for children to buy.
- *Some products, such as hookah and e-cigarettes, are **not** subject to any tobacco tax.*



New Generation Tobacco Products

E-Cigarettes

- Readily available in Michigan
- Found in malls, stand-alone stores, gas station bars (vending machines) tobacco specialty retailers
- Also found in pharmacies, frequently positioned next to FDA-approved nicotine replacement therapy
- **E-Cigarettes are NOT approved for such use by the FDA and are not currently regulated**
- Contain a cartridge filled with liquid nicotine, flavorings and glycerin or propylene glycol
- Cost: \$10 and up



VAPOR IS THE NEW SMOKE.



Special Concerns:

- Do not need to be 18 to purchase in Michigan
- Components have **spontaneously combusted** due to overcharged lithium batteries
- **Poisoning hazard** from the device, cartridge, or refill fluid. Nicotine is highly poisonous.
- E-cigarettes are **not** a proven cessation method; they are marketed to **maintain** addiction.

New Generation Tobacco Products

Snus

- Readily available in Michigan
- Found in gas stations, convenience stores, tobacco specialty retailers, wherever other tobacco products are sold, often refrigerated
- Been in use in Sweden since the 1970s
- U.S. versions marketed aggressively as alternative to smoking in smoke-free environments



Special Concerns:

- Youth attracted to many flavors.
- Easy to hide or confuse with other products.
- All forms of smokeless tobacco use associated with **oral, esophageal and pancreatic cancer**.
- **Poisoning hazard**. Nicotine is highly poisonous.



New Generation Tobacco Products

Strips

- Nicospan available at Meijer and on Amazon.com
 - Nicotine-based
 - \$19.99 for pack of 60 strips
- Other brands such as Camel Strips are not yet available in Michigan
 - Camel Strips and others are ground tobacco pressed into a strip
 - \$2.50 per 12 pack in Colorado
- Marketed as alternative to smoking in smoke-free environments



Special Concerns:

- Easy to hide or confuse with other products.
- All forms of smokeless tobacco use associated with **oral, esophageal and pancreatic cancer**.
- **Poisoning hazard**. Nicotine is highly poisonous.

New Generation Tobacco Products

Hookah

- Available throughout Michigan, particularly in college towns and SE Michigan
 - Can purchase at hookah lounges, tobacco specialty retailers, hookah shops, gas stations, headshops
- Very popular with youth
- Hookah lounge sessions cost as low as \$12 per session with coupons
- Hookah pipes cost as low as \$10
- Shisha – the tobacco that goes into the pipe – can cost <\$10 per tin
- Are **NOT** subject to any MI tobacco tax
- A 1-hour-long hookah session involves inhaling **100–200 times** the volume of smoke inhaled from a single cigarette



Special Concerns:

- Risk of transmitting tuberculosis, herpes or hepatitis, among others
- The charcoal used to heat the tobacco increases exposure to carbon monoxide and secondhand smoke
- Hookah smokers at risk for oral, stomach, lung, esophageal cancers; reduced lung function, and decreased fertility

Old Generation Tobacco Reboot

Little Cigars and Cigarillos

- Available throughout Michigan at gas stations, convenience stores, grocery stores, and tobacco specialty retailers.
- Little cigars and cigarillos
 - come in fruit and candy flavors,
 - are sold individually in colorful wrappers, and
 - are cheap –costing less than an ice cream cone or candy.
- Single cigars are easy to hide from parents and teachers.
- Bright colors make them easy to confuse with other products.
- Cigars and cigarillos are often sold for 2 to 4 for \$1.00.



An advertisement for Sweets Cigarillos. The logo features the word 'SWEETS' in a bold, black font, with 'White Owl CIGARILLOS' in a blue oval below it. A white owl is perched on a cigar. To the right, the price '99¢ EACH' is written in large, red, stylized letters. Below the logo and price, the text 'Click for Details on this Hot Deal!' is written in a smaller font.



Old Generation Tobacco Reboot

Spit/Snuff/Dip/Chewing Tobacco

- Available throughout Michigan at gas stations, convenience stores, grocery stores, and tobacco specialty retailers.
- Many candy flavors like mint, cinnamon, apple, berry, citrus, cherry, peach.
- Bright colors make them easy to confuse with other products.
- Cost approx. \$4.50 per can.
- New baseball contract limits smokeless tobacco visibility starting 2012 season.



More on the Horizon

Sticks, Orbs, Discs

- Not yet available in Michigan
- Sticks and Orbs are made of ground tobacco pressed into stick or oval form
 - Dissolvable
 - Resemble toothpicks and Tic Tacs, respectively
- Discs contain nicotine and do *not* dissolve (Verve)
- Currently being test marketed
- “Spitless”
- Marketed as alternative to smoking in smoke-free environments



Special Concerns:

- Easy to hide or confuse with other products.
- All forms of smokeless tobacco use associated with **oral, esophageal and pancreatic cancer.**
- **Poisoning hazard.** Nicotine is highly poisonous.