

Big tobacco targets **kids**.

The more they're exposed, the more likely they are to smoke.

Little Cigars and Tip Cigars

Small cigars, with or without filters, available in a variety of flavors.



Health Effects:

Same as cigarettes (increased risk of lung cancer, mouth cancer, stroke, heart disease, etc.).

Common Brands:

Black & Mild, White Owl, Swisher Sweets, Happy Hour, Prime Time, Prince Albert



Varieties:

Little Cigars, Cigarillos, Mini Cigars — Smaller cigars with or without filters

Tip / Pipe Cigars - Cigars with plastic or wood-tip filters

What's the Tactic?

- Wide range of flavors create image of fun and lend to impulse buys.
- They are conveniently located in gas stations, pharmacies, corner stores, and other types of retail stores.
- These small cigars are as cheap as 25¢ each and they are often sold individually, tempting enough for kids to purchase on impulse.



It's a fact: Research shows that kids who shop at stores with tobacco two or more times a week are **64% more likely to start smoking than their peers who don't.**

*Source: Henriksen, Schleicher, Feiugbery and Fortmann. Pediatrics: The Official Journal of the American Academy of Pediatrics. July 19, 2010, DOI: 10.1542/peds.2009.3021