



# The tobacco industry targets young people in Massachusetts.

The tobacco industry uses three main tactics in its efforts to hook kids on tobacco products. The industry makes its products:

- **Cheap:** The tobacco industry prices its products cheaply to encourage impulse buys by adolescents.
- **Sweet:** The tobacco industry sells products in sweet flavors that appeal to young people.
- **Easy to Get:** These cheap, flavorful tobacco products are easily available to young people in gas stations, pharmacies, corner stores, grocery stores, mini-marts, and many other types of retail stores throughout Massachusetts.

Did you find the 16 tobacco products in the photograph?

Make smoking history.

[www.makesmokinghistory.org](http://www.makesmokinghistory.org)



Massachusetts Department  
of Public Health