

Don't be a Target!

Big Tobacco wants you hooked on **nicotine**

Did you know ...

... tobacco companies **target teens**
with **BRIGHT COLORS** ...

... and **SWEET FLAVORS?**



DOUBLE UP ON SATISFACTION

Our resealable foil pouch delivers a second cigarillo as fresh as the first - GUARANTEED!



Do you think these things are for adults?

Think again.

Big Tobacco uses sweet flavors and candy colors to **create new users** because the old ones **die**.

- Nearly **9 out of 10** smokers start before age 18.¹
- **2,800** kids try smoking each day and **700** become regular smokers.²

No fun, just dumb.

- Smoking makes your clothes smell and your breath stink.
- Tobacco and e-cigs cost money you could be spending on something better.
- Smoking wrecks your lungs and limits the oxygen you need for sports.
- Chew stains your teeth, causes cracked lips, sores and white spots in your mouth.
- Even teens can get cancer from using spit tobacco, putting you at risk for death or surgery that disfigures your face.³



Vape doesn't rhyme with "Safe."

- Vaping with nicotine will get you hooked, just like regular tobacco. **Don't lose control.**
- Using e-cigs today can lead to using regular cigs tomorrow. **Avoid the trap.**
- Don't be fooled by ads. E-cigs aren't approved by the FDA as a way to quit smoking, or as a safe alternative. **Think for yourself.**
- Nobody controls what's in vape. Even if there's no nicotine, it can contain toxic chemicals and heavy metals. **Protect your health.**⁴
- E-cigarettes can EXPLODE causing burns and injuries to your mouth, teeth, fingers and face. **Stay safe.**⁵

Don't let tobacco and nicotine control **your** life.

1. American Heart Association/Campaign for Tobacco Free Kids/Counter Tools: Deadly Alliance: How Big Tobacco and Convenience Stores Partner to Market Tobacco Products and Fight Life-Saving Policies, 2012.
2. Ibid; Centers for Disease Control and Prevention: Youth and Tobacco Use, 2015.
3. CDC: You(th) and Tobacco, 2016.
4. CDC Office on Smoking and Health: E-cigarette Information, November 2015.
5. National Fire Protection Association: Electronic Cigarette Explosions and Fires: The 2015 Experience.