

Emerging Tobacco Products: “New Products, Same Targets”

This information is provided for educational purposes only. Please do not duplicate. Individuals interested in sharing this information will need to create their own presentation and ensure that they have substantiated any facts contained therein using primary source documents and information.

Kristen Tertzakian

January 24, 2013

Legacy Overview

- A national nonprofit located in Washington D.C.
- Created out of the landmark 1998 Master Settlement Agreement between the 5 major tobacco companies, 46 states and five U.S. territories, and Washington, DC.
- Two-part mission:
 1. Build a world where young people reject tobacco (prevention)
 2. Anyone Can Quit (cessation)



Presentation Topics

- Overview of Emerging Tobacco Products
 - Little Cigars and Cigarillos
 - Snus and Snuff
 - Dissolvables
 - Hookah
 - E-Cigarettes
- State and Community Efforts



Overview of Emerging Tobacco Products

Cause for Concern

- The tobacco industry continues to create new, slick products to keep their customers addicted.
- Many of these products are not subject to smokefree air laws or FDA regulation.
- Little known about use and health consequences.

Little Cigars and Cigarillos

- Cigars are defined by the US Federal government as “any roll of tobacco wrapped in leaf tobacco or in any substance containing tobacco” not intended to be sold as a cigarette.¹



Little Cigars: Weighing less than 3 pounds/1000, these products resemble cigarettes.

Size Comparison:

- Cigarette < 3 lbs per 1000 units
- Little Cigar < 3 lbs per 1000 units
- Cigar > 3 lbs per 1000 units
(includes cigarillo)



Cigarillos: Weighing more than 3 pounds/1000, cigarillos are classified as large cigars.



Large Cigars: Weigh more than 3 pounds/1000.

Small/Little Cigars

- A review of formerly-secret tobacco industry documents finds that little cigars were intended to replace cigarettes as advertising became restricted.



Cigarillos



CIGARILLO (TIPPED)



CIGARILLO



Cigars: Cause for Concern

- Cigar use is associated with cancers of the oral cavity, larynx, esophagus, and lung.[#]
- Between 2000 to 2011, consumption of large cigars increased by 233% while consumption of cigarettes declined by 33%.^{*}
- There are challenges to data collection, but several state surveys show that cigar use is on the rise.
- **Cigars are not currently regulated under the Family Smoking Prevention and Tobacco Control Act.**

[#]National Cancer Institute (1998). Smoking and tobacco control monographs: Monograph 9: Cigars: Health effects and trends. Chapter 4 (105 - 160); Bethesda, MD. National Institutes of Health, National Cancer Institute; NIH Pub. No. 98-4302.

^{*}Centers for Disease Control and Prevention. Consumption of Cigarettes and Combustible Tobacco — United States, 2000–2011. MMWR 2012;61(30);565-569.

Adult Cigar Use

- 10.9% of young adults, 18-25, smoke cigars in some form.*
- A Legacy study examined trends in cigar use among young adults, 18-25, between 2002 and 2008:
 - Most preferred brands of cigars were those representing little cigar and cigarillo products.#

*National Survey on Drug Use and Health, 2011, SAMSHA

#Cullen J, Mowery P, Delnevo C, et al. Seven Year Patterns in U.S Cigar Use Epidemiology among Young Adults aged 18-25: A Focus on Race/Ethnicity and Brand. *American Journal of Public Health* Oct 2011.

*King B, Dube S, Tynan M. Flavored Cigar Smoking Among U.S. Adults: Findings From the 2009–2010 National Adult Tobacco Survey. *Nicotine Tob Res* August 27, 2012

Flavored Cigars (Adults)

- More than two-fifths of current adult cigar smokers report using flavored cigars.
- Flavored cigar use is more common among cigar smokers who are young adults, female, Hispanic, lesbian, gay, bisexual, or transgendered and those with lower education and income.
- Among cigar smokers, flavored cigar smoking ranges from 71.6% in North Dakota to a low of 11.9% in Washington State.

Youth Cigar Use

- According to the 2011 YRBS, 13.1% of high school students are current cigar smokers, compared to 18.1% who currently smoke cigarettes.
- Cigar smoking surpassed cigarette smoking among high school students in five states: Georgia, Maryland, Massachusetts, Rhode Island and Wisconsin.

LCCs and YouTube

- The majority (77%) of YouTube videos depicting LCCs promoted their use, and the remainder were mostly neutral (20%).
- Several main themes emerged focused on LCCs as an alternative to cigarettes, including suggestions that they are cheaper, smoother, less harmful or come in candy flavors.

Cigar Advertising



NEW CIGARILLOS

SWEETS & CLASSIC

GRAB A COUPON 

at BlackandMild.com

GROOVE TO THE CLUB'S 4 NEW TRACKS

DOWNLOAD NOW 

at BlackandMild.com

SITE LIMITED TO ELIGIBLE SMOKERS 21 YEARS OF AGE OR OLDER.

SURGEON GENERAL WARNING: Cigar Smoking Can Cause Cancers Of The Mouth And Throat, Even If You Do Not Inhale.

Smokeless Tobacco

Over the past several years, several national surveys have documented an increase in the use of STPs among young males.

Snus: A spitless tobacco packaged in small teabag-like pouches. Modeled after a Swedish product.

Moist Snuff: Finely ground tobacco packaged in cans or pouches, sold moist (placed between the lower lip or cheek and gum).



Images: Philip Morris, tobaccoproducts.org, socialbranding.org

Smokeless Marketing

BREAK FREE

CAMEL

SNUS FROST

NYC SMOKERS RISE ABOVE THE BAN

Smokers, switch to smoke-free Camel SNUS and reclaim the world's greatest city. No matter where you go, or what you do, Camel SNUS is the perfect tobacco pleasure to enjoy virtually anywhere. Camel SNUS — the pleasure's all yours.

Share your support for tobacco freedom at CamelSNUS.com/solution

* WEIGH'S RESTRICTED TO AGE 21+ TOBACCO CONSUMERS.

WARNING: This product can cause gum disease and tooth loss.

BREAK FREE

REFRESH ANY MOMENT

WARNING: This product can cause gum disease and tooth loss.

GRIZZLY

ULTIMATE MAN CAVE

GIVEAWAY

SMOKELESS FOR SMOKERS

REACH FOR MARLBORO SNUS

IT'S A DIFFERENT WAY TO ENJOY MARLBORO, WITH SEVERAL TASTES TO CHOOSE FROM, AND IT'S NOW AVAILABLE IN A 15-POUCH TIN.

For product information visit marlboro.com or call 1-800-985-5888

WARNING: This product is not a safe alternative to cigarettes.

\$1 OFF ANY STYLE MARLBORO SNUS

WARNING: This product is not a safe alternative to cigarettes.

\$1 OFF ANY STYLE MARLBORO SNUS

WARNING: This product is not a safe alternative to cigarettes.

Dissolvable Tobacco

- Dissolvable Tobacco: Finely milled tobacco that dissolves in the mouth. Does not require spitting.



Dissolvable Tobacco (cont.)



Product information:

Camel Orbs

- Two styles: Fresh and Mellow
- 15 Orbs per package
- Last about 10 – 15 minutes
- 1 milligram nicotine per Orb

Camel Sticks

- One style: Mellow
- 10 Sticks per package
- Last about 20 – 30 minutes
- 3.1 milligrams of nicotine per Stick

Camel Strips

- One style: Fresh
- 20 Strips per package
- Last about 2 – 3 minutes
- .6 milligram of nicotine per strip



Dissolvable Marketing

©2011 B&W T Co. 71096L710001



BREAK FREE

**CAMEL DISSOLVABLES.
EMBRACE UNLIMITED
POSSIBILITY**

DISSOLVABLE TOBACCO

WARNING: This product can cause gum disease and tooth loss.

ENJOY THE EVOLUTION

Camel Dissolvables are going to change the way you think about tobacco. Just put one in your mouth, let it dissolve and enjoy.

GET STICKS, STRIPS,
OR ORBS AT YOUR
LOCAL STORE TODAY.

Find out where to buy Dissolvables at
CAMELDISSOLVABLES.COM*

*WEBSITE RESTRICTED TO LEGAL AGE TOBACCO CONSUMERS

DISSOLVABLE TOBACCO

WARNING: This product can cause gum disease and tooth loss.

©2011 B&W T Co. 71096L710001

MANUFACTURER COUPON
EXPIRES 12/31/11

GET DISSOLVABLES
FOR \$1.00

With one pack of Camel Dissolvables with \$1.00 in value, purchase 4 or more packs to receive this offer. Limit one per customer. Offer good while supplies last. Void where prohibited. ©2011 B&W T Co.

DISSOLVABLE TOBACCO

WARNING: This product can cause gum disease and tooth loss.

Tobacco-Derived Discs

- Several companies have launched chewable nicotine discs or lozenges:
 - Altria's Verve is only available in Virginia. Test marketing started in June 2012.
 - RJR's Velo Rounds and Viceroy Flex are being test marketed in North Carolina.



Hookah



- Water pipe smoking that hails from Middle East.
- Water does not “filter” all the toxic compounds and chemicals.



Hookah – Health Effects

Studies have shown that:

- A 45-minute hookah session has the same health damages as smoking nine cigarettes.**
- A one-hour long session involves inhaling 100-200 times the volume of smoke inhaled in a single cigarette.*
- A single waterpipe use episode can yield slightly more nicotine than a single cigarette, and about 36 times the tar and 8 times the CO.#

*W Maziak, KD Ward, RA Afti Soweid, and T Eissenberg, *Tobacco Smoking Using a Waterpipe: A Re-emerging Strain in a Global Epidemic. Tobacco Control, Dec 2004; 13: 327-333.*

**World Health Organization. *Tobacco Regulation Advisory Note. Water Pipe Tobacco Smoking: Health Effects, Research Needs and Recommended Actions by Regulators . (PDF-550 KB) Geneva: World Health Organization, Tobacco Free Initiative, 2005.*

#Djordjevic MV, Stellman SD, Zang E. Doses of nicotine and lung carcinogens delivered to cigarette smokers. *J Natl Cancer Inst.* 2000; 92(2):106-111. [PubMed: 10639511]

Shihadeh A, Saleh R. Polycyclic aromatic hydrocarbons, carbon monoxide, "tar", and nicotine in the mainstream smoke aerosol of the narghile water pipe. *Food Chem Toxicol.* 2005 May;43(5):655-61.

Hookah - Prevalence

- Few national and state surveys ask about hookah use.
- In 2011, 18.5% of 12th-grade students reported having smoked a hookah in the past year.*
- Hookah use among college students ranges from 9.5 percent to 20.4 percent for past month use and as high as 41 percent to 48 percent for lifetime use.**

*Monitoring the Future, Institute for Social Research, The University of Michigan; 2012.

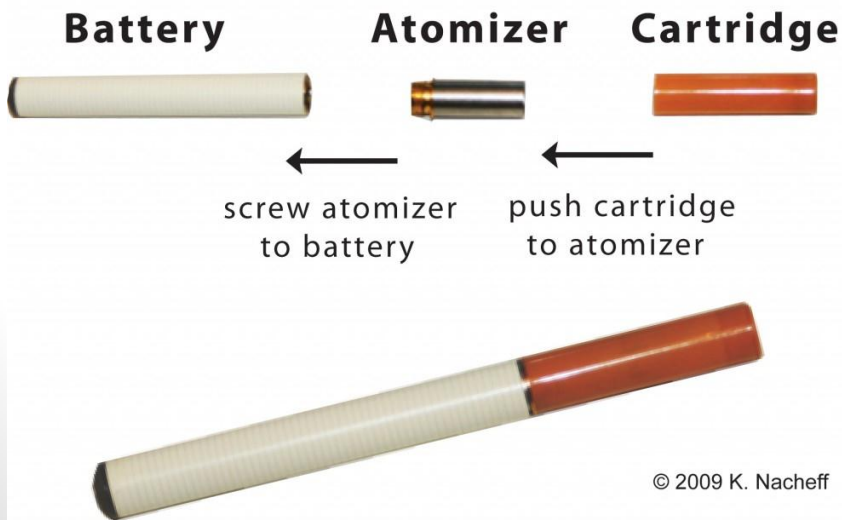
**American Lung Association, Hookah Smoking A Growing Threat to Public Health. Accessed on Nov 19, 2012.

<http://www.lung.org/stop-smoking/tobacco-control-advocacy/reports-resources/cessation-economic-benefits/reports/hookah-policy-brief.pdf>.

#Morris DS, Fiala SC, Pawlak R. Opportunities for Policy Interventions to Reduce Youth Hookah Smoking in the United States. *Prev Chronic Dis* 2012;9:120082

E-Cigarettes

- Battery-operated devices generally containing cartridges filled with nicotine, flavors and other chemicals. Vaporized, then inhaled.
- One small sample done by FDA found diethylene glycol (a chemical used in antifreeze, toxic to humans). Other samples FDA analyzed detected carcinogens, including nitrosamines.



E-Cigarettes – Prevalence and Awareness

- Between 6.4% and 7.1% of current smokers have ever used an e-cigarette, compared to ever use of e-cigarettes among never smokers (less than 1.0%).
- 70% of Americans believe that e-cigarettes are less harmful than regular cigarettes.

E-Cigarette Marketing



Rise
from the
Ashes™

"I've made the switch, will you?"

See For Yourself

E-Cigarettes and Celebrities



Young Adult Dual Use

- A Legacy study found that among young adults (18-34) who use tobacco, 30% are dual-users:
 - 98% smoke cigarettes
 - 26% smoke little cigars
 - 23% smoke cigars
 - 17% smoke hookah
 - 12% use dip or snuff
 - 12% use chewing tobacco
 - 9% smoke e-cigarettes
 - 3% use dissolvables

State and Community Efforts

Examples of State and Local Policy

- **Maine** - Legislation to ban most flavors of cigars and cigarettes took effect July 1, 2009.
- **New York City and Providence** - banned sale of flavored tobacco products (PVD currently in litigation).
- **Baltimore City and Prince Georges County, MD** - banned single sales of cheap cigars, requiring that they be sold in packs of 5 (currently in litigation).
- **Boston** – Requires cigars to be sold in packs of at least 4.

Examples of State and Local Policy (cont.)

- **Boston** - bans e-cigarette use in public places (treated as cigarettes) and bans its sale to minors.
- **CA, CO, MN, NH, NJ, and UT** - prohibit the sale of e-cigarette to minors.
- **NJ** - extended its smokefree air law to include e-cigarettes (2010).
- **UT** – extended its smokefree air law to include e-cigarettes and hookah bars (Sunsets in 2017).
- **Guam** - Enacted legislation prohibiting the importation and sale of several emerging products.

State Initiatives

- Maryland's The Cigar Trap
Public education campaign



WARNING. CIGARS ARE SOLD IN THE SAME
FLAVORS & PRICES AS ICE CREAM.
NO MATTER HOW THEY SUGARCOAT IT ... CIGARS KILL.

- Massachusetts:
Community research, public education, and youth activism
- Florida: Nearly 100 communities have adopted resolutions urging businesses to stop selling flavored tobacco products.

- Wisconsin's Campaign:

FIGHT AGAINST BIG TOBACCO'S LIES
FIGHTWITHFACT.COM  **Manipulicious**

Get Involved

- Educate youth advocates and the community-at-large about these harmful products.
- Research gaps: Add product/brand-specific questions for little cigars and cigarillos, e-cigarettes, hookah, etc. to state and local surveys.
- Ensure that materials, campaigns and resources for tobacco prevention and control are culturally competent and linguistically appropriate.

Thank you!

ktertzakian@legacyforhealth.org