

IT'S TIME FOR BIG TOBACCO TO FOLD 04.01.22



Big Tobacco's Tricks

- Tobacco companies lure kids with over 15,000 e-cigarette flavors and hook them with massive doses of nicotine.
- The tobacco industry spends \$8.4 billion a year to market cigarettes and smokeless tobacco products in the United States. That's \$23 million every day and almost \$1 million every hour to market their deadly and addictive products – and much of it is aimed at youth.
- 86.3% of middle and high school students report being exposed to pro-tobacco ads in stores, in magazines or on the internet.
- It's no coincidence that across 30 major cities in the U.S., an average of 63% of public schools are within 1,000 feet – about two city blocks – of tobacco retailers.
- Big Tobacco preys on Black communities.
 - For more than 60 years, the tobacco industry has deliberately targeted the Black community, especially youth, with marketing for menthol cigarettes and other tobacco products like flavored cigars.
 - The tobacco industry has targeted Black Americans with pervasive marketing of menthol cigarettes and cigars through sponsorship of community and music events, free samples, magazine ads and retail promotions.
 - Research from several major cities has found that there are up to 10x more tobacco ads in Black neighborhoods than in other neighborhoods.
 - There are more tobacco retailers, menthol marketing, and cigar marketing in Black neighborhoods.
 - Menthol cigarettes are priced cheaper in Black neighborhoods.

- The tobacco industry makes \$17 billion a year from selling menthol cigarettes
- Big Tobacco preys on women and girls.
 - The tobacco industry has a long history of targeting women and girls with ads that exploit themes of independence, empowerment, sex appeal, slimness, glamour and beauty.
- Big Tobacco preys on low-income neighborhoods.
 - There are nearly five times more tobacco retailers per square mile in the lowest-income neighborhoods than in the highest-income neighborhoods.
- Tobacco and e-cigarette companies are exploiting the COVID-19 crisis to market their harmful and addictive products, especially on social media, even as health experts warn that smoking and vaping could increase risk of serious illness from COVID-19
 - E-cigarette makers and vape shops have engaged in pandemic-themed promotions such as free giveaways of protective masks with purchases and offering COVID-19 themed discounts (get 19% off nicotine e-liquids by entering the code COVID-19)
 - E-cigarette makers have also used the pandemic to make unproven and illegal health claims. Bidi Vapor claimed on Instagram that “A Bidi Stick a day keeps the pulmonologist away.”
 - Philip Morris International offered options to “waive ID validation” for delivery orders.
 - British American Tobacco aggressively promoted its heated cigarette Glo with special discounts, contest prizes, and branded face masks and hand sanitizer with purchase.
- Big tobacco preys on the LGBTQ community
 - For more than 25 years, the tobacco industry has targeted the LGBTQ community through magazine advertisements, sponsorships and promotional events.
 - LGBT youth and adults have higher rates of tobacco use than their straight peers. 3 out of 10 LGB high school students are tobacco users.
- Tobacco companies like Altria/Philip Morris claim they want to stop selling cigarettes and don’t want kids to use tobacco products. But the facts tell a different story. Altria and other tobacco companies make most of their revenue from selling cigarettes. And Altria sells some of the most popular tobacco products among kids – they sell the most popular cigarette brand among kids (Marlboro), the second most popular cigar brand among kids (Black & Mild) and have a 35% stake in the most popular e-cigarette brand among kids (Juul).
- E-cigarette companies target youth with kid-friendly marketing.
 - Researchers at Stanford University concluded that JUUL’s marketing launch was “patently youth-oriented” and closely resembled the themes and tactics that the tobacco industry had successfully used for decades.
 - JUUL hired social media influencers to promote JUUL and attend its launch events, amplifying the reach of JUUL’s marketing on social media.
 - Juul’s launch included a series of at least 50 of highly stylized parties, typically with rock music entertainment, in cities across America. Thousands of young people were given free JUULs, often by attractive young girls.

- JUUL’s initial campaign “Vaporized” featured trendy and attractive models in their 20s, and used images and themes successfully used by tobacco advertisers for decades.
- From its inception, JUUL flooded social media, especially channels like Instagram that have a youthful audience. JUUL used influencers and social media stars with large numbers of online followers, who the company paid to recommend JUUL to their many fans. JUUL multiplied its reach many times by use of hashtags - which became online gathering places for teenagers.
- Cigar companies target youth with advertising, flavors and cheap prices.
 - Cigar companies target youth through social media posts that highlight music and event sponsorships and celebrities, including Cardi B, Snoop Dogg and Shaquille O’Neal.
 - Cigars are available in over 250 kid-friendly flavors, like Banana Smash and Cherry Dynamite. The same flavor chemicals used in sweet-flavored cigars are also used in popular candy and drink products such as LifeSavers, Jolly Ranchers, and Kool-Aid.
 - Cigars are often sold in colorful packages and priced much cheaper than cigarettes—some as low as 3 or 4 for 99 cents, making them even more appealing to price-sensitive youth.
- E-cigarettes are easy for kids to get.
 - Retailers are significantly less likely to card underage youth for purchase attempts of e-cigarettes than cigarettes.
 - A California study found that tobacco and vape shops have the highest rates of sales to minors, with 45% selling to underage buyers.
 - Studies have found that youth can successfully purchase e-cigarettes over the internet in 94-97% of online purchase attempts.
- E-cigarette companies have manipulated their products to make them more addictive.
 - JUUL and other e-cigarette companies use “nicotine salts,” which allow them to deliver higher doses of nicotine without the irritation of other tobacco products.
 - Each JUUL pod can contain as much nicotine as a pack of 20 cigarettes.