

# DEATH NEVER TASTED SO SWEET

## THE ISSUE: CANDY-FLAVORED TOBACCO TARGETS YOUTH

- Tobacco use is the single most preventable cause of disease and death in the US.<sup>1</sup>
- Tobacco products with flavors like **vanilla, orange, and chocolate** are increasingly common and especially attractive to youth.<sup>2</sup>
- As “starter” products, they can lead to a **lifetime of addiction** to tobacco.<sup>2</sup>
- Nearly 90% of adult smokers began using tobacco **at or before age 18.**<sup>3</sup>



## DECEPTION: INDUSTRY TACTICS

Young people are much more likely to use flavored tobacco products than adults, and tobacco documents show companies have designed these products with kids in mind<sup>2</sup>:

“Cherry Skoal is for someone who likes the taste of candy, if you know what I’m saying.”

“It’s a well-known fact that teenagers like sweet products.”

# FIGHTING FLAVORED TOBACCO

SWAT (Students Working Against Tobacco) in Sarasota County are celebrating the passage of **resolutions urging against the sale of flavored tobacco** by all municipalities and the county government in Sarasota County, including:

**City of North Port**

**City of Sarasota**

**City of Venice**

**Town of Longboat Key**

**Sarasota County**



STUDENTS WORKING AGAINST TOBACCO

[WWW.SWATSC.COM](http://WWW.SWATSC.COM)