

# OPPOSE

underhanded  
TOBACCO  
tactics

## Little Cigars and Tip Cigars

Small cigars, with or without filters, available in a variety of flavors.



### Health Effects:

Same as cigarettes (increased risk of lung cancer, mouth cancer, stroke, heart disease, etc.).

### Common Brands:

Black & Mild, White Owl, Swisher Sweets, Happy Hour, Prime Time, Prince Albert

### Varieties:

*Little Cigars, Cigarillos, Mini Cigars* - Smaller cigars with or without filters

*Tip / Pipe Cigars* - Cigars with plastic or wood-tip filters



### What's the Tactic?

- Wide range of flavors create image of fun and lend to impulse buys
- Often packaged in bright or metallic wrappers evoking candy
- These small cigars are as cheap as 25¢ each and they are often sold individually, tempting enough for kids to purchase on impulse.



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## Blunts and Blunt Wraps

A sheet or tube made of tobacco. Can be filled with loose tobacco or marijuana.



### Health Effects:

Same as cigarettes (increased risk of lung cancer, mouth cancer, stroke, heart disease, etc.).

### Common Brands:

Phillies, Black Max, True Blunt, Royal Blunt, Bluntville, Juicy Blunt, Blunt Wrap USA

### Varieties:

*Blunts:* Short flavored cigars, often refilled with marijuana

*Blunt Wraps:* Leaf tobacco in the form of a hard, hollow tube

*Cyclones:* Blunt wrap in a cone form



### What's the Tactic?

- Products have sweet flavors, including fruit, candy, and sweet alcoholic drinks (such as peach cognac).
- Product wrappings are very colorful; many are shiny and sparkly, and some have sexual imagery.
- Blunts and blunt wraps are cheap enough for kids to buy on impulse; when sold individually, they cost as little as 63¢.

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## Make / Roll Your Own

Products sold to use with loose tobacco, but can also be used for marijuana.



### Health Effects:

- Same as cigarettes (increased risk of lung cancer, mouth cancer, stroke, heart disease, etc.).
- Most do not have filters.

### Varieties:

*Aluminum Cigarettes or 'Bats':* Metal tubes about the size and shape of a cigarette. Also called "one-hitter" or "pinch hitter."

*'Dugout':* Wooden box for storing a 'bat' and tobacco or marijuana.

*Rolling Papers or Cigarette Tubes:* Now with machines to roll for you.

### What's the Tactic?

- Cheaper, and therefore more accessible to kids, than pre-made cigarettes.



On September 30, 2010, the U.S. Alcohol and Tobacco Tax and Trade Bureau has ruled that the proprietor of a roll your own cigarettes machine is a manufacturer of tobacco products and, therefore, is subject to permit requirements. Any retail establishment with machines should expect to hear from the Department of Revenue.

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## Snus (pronounced “snoose”)

Moist snuff in small teabag-like pouches. Used like snuff, but no spitting.



### Health Effects:

- Increased risk of pancreatic and oral cancers.
- Needs refrigeration or carcinogenic nitrosamines build up.
- One pouch can contain 2 mg-19 mg of nicotine.

### Common Brands:

*Camel Snus:* Mellow, Frost

*Marlboro Snus:* Rich, Mild, Mint, Spice

*Triumph (Swedish Brand)\**

Other common snuff brands as a 'pouch' variety



### What's the Tactic?

- Heavily marketed by the tobacco industry as a product that can be used where smoking is prohibited
- Sold with candy-like flavors that mask the stronger taste of tobacco
- Packaged in tins similar to those used for mints
- Snus is cheap, so it is easy for kids to purchase as an impulse buy—a can of 12 pouches can cost as little as \$2.00.



\*Has its origins in Scandinavia. Is illegal everywhere in Europe except for Sweden and Norway.

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## Dissolvable Tobacco

Fine-milled tobacco in a dissolvable candy-like base. Dissolves completely in mouth.



### Health Effects:

Nicotine levels range from product to product, but one piece of dissolvable tobacco usually contains as much, if not more, nicotine than one cigarette. These products are tested only for nicotine level, so their chemical content and resulting safety is unknown.

### Common Brands:

- *Camel Orbs, Sticks, and Strips:* Fresh and Mellow. Nicotine levels range from 0.6 to 3.1 mg.\*
- *Marlboro and Skoal Sticks:* Rich, Cool Mint, and Smooth Mint. Nicotine levels unknown.
- *Ariva and Stonewall:* Wintergreen and Java. Nicotine levels range from 1.5 to 4 mg.\*

### What's the Tactic?

- Easy to use, so there is no learning curve for kids interested in trying them
- Similar in appearance to candy and are candy-flavored; this similarity to familiar products makes kids more comfortable trying them.
- Ariva hires teen-fan celebrities such as Paris Hilton and Lindsay Lohan to promote its product.
- These products are cheap, so they are easy for kids to purchase as an impulse buy; Ariva has been sold for \$3 to \$4 in Massachusetts.

\* Toxicology Section Newsletter - March 2009, Vol 16, #1

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## Electronic Cigarettes

Metal device resembling a cigarette, but does not use tobacco. Electricity vaporizes liquid nicotine solution, vapor is inhaled.



### Health Effects:

Unknown, very limited testing.  
Liquid contains up to 18 mg of nicotine.

### Common Brands & Varieties:

- Gamucci, SmokingEverywhere.com, Jaunty, NJOY
- Different brands come with different volumes of liquid
- Different nicotine strengths available
- Also known as e-cigarettes, Alternative Nicotine Delivery System (ANDS), and Electronic Nicotine Delivery System (ENDS)



### What's the Tactic?

- Because it is not technically a tobacco product, e-cigarettes and cartridges can be purchased by minors except in some municipalities where special regulations have been passed.
- Marketed as a safe alternative to cigarettes, though these claims are untested and e-cigarettes are essentially unregulated.



April 2011 -- The FDA has decided to oversee electronic cigarettes the same way it does tobacco products. The agency will not regulate the vapor-producing devices under the stricter federal rules that apply to medical products.

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## Other Novel Nicotine Products



### NicoGel

**Gel containing tobacco that is applied to the skin.**

#### Health Effects:

Unknown, very limited testing.  
Liquid contains up to 18 mg of nicotine.

#### Common Varieties:

Usually comes in boxes of small individually wrapped packets. Sometimes packets are sold individually. Also available in dispensers resembling a bottle of lotion.



#### What's the Tactic?

- Easy to use and a style of packaging that is familiar, making it easy for a novice to use.
- Marketed as a product that can be used where smoking is not allowed
- Nicogel is very cheap, making it easy for kids to buy on impulse.

#### Past products include:

- nicotine lollipops
- nictone water