



OTHER COMMERCIAL TOBACCO PRODUCTS: “NEW PRODUCTS, SAME TARGETS”

MDQUIT, JUNE 26, 2014
KRISTEN TERTZAKIAN



PRESENTATION TOPICS

- Overview of Other Tobacco Products
 - Little Cigars and Cigarillos
 - Hookah
 - E-Cigarettes
- State and Community Efforts



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.
- Our mission is to achieve a culture where all youth and young adults reject tobacco.



CAUSE FOR CONCERN

- The tobacco industry continues to create new 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.

CAUSE FOR CONCERN: **YOUNG ADULTS**

- Young adults ages 18 to 25 have the highest rate of current tobacco use (38.1 percent) compared with 12 to 17 year olds (8.6 percent) and adults ages 26 or older (27.0 percent).



FDA DEEMING REGULATION

- On April 24, the FDA proposed a new rule to extend the agency's tobacco authority to cover additional tobacco products. This includes basic authority and additional provisions:
 - Registration and report product and ingredient listings
 - Eliminate free sampling of all tobacco products
 - Require premarket review for any new tobacco product and those with “modified risk” or “harm reduction” claim
 - Require health warnings
 - Prohibit sales of tobacco products to anyone under the age of 18
 - Prohibit vending machine sales

FDA DEEMING REGULATION (CONT)

- Potential carve out for “premium cigars”
- Does not extend the flavor ban to e-cigarettes, little cigars or other products
- Rule would extend to “tobacco product components” but not “accessories”
- The FDA seeks comments/research on the above items

SMALL 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



1. USC 5702. Available at:
http://frwebgate.access.gpo.gov/cgi-bin/getdoc.cgi?dbname=browse_usc&docid=Cite:+26USC5702

“SMALL” CIGARS

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



Delnevo CD, Hrywna M. “A whole ‘nother smoke’ or a cigarette in disguise: how RJ Reynolds reframed the image of little cigars. American Journal of Public Health, 2007; 97(8):1368-75.

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%.^{*}
- Concerns regarding flavors, cheap prices, packaging, and lack of warning labels



[#]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.

YOUTH CIGAR USE

- There are challenges to data collection, but several state surveys show that cigar use is on the rise.
- According to the 2013 YRBS, 12.6% of high school students are current cigar smokers, compared to 15.7% who currently smoke cigarettes.
 - Cigar smoking surpassed cigarette smoking among high school students in 8 states: GA, KS, **MD**, MA, MT, NY, RI, and VA.

YOUTH CIGAR USE (CONT)

Gender	Cigar Use (2013)	Cigarette Use (2013)
High School Males	16.5%	16.4%
High School Females	8.7%	15.0%
12 th Grade Males	23.0%	19.6%

POP QUIZ

- Between 2008 and 2011, cigar sales increased by 30%. What drove this increase?
 - Flavors
- What's the most popular cigar flavor?
 - Fruit
- Who are using these products?
 - Youth and **young adults**, women, and African Americans

POINT-OF-SALE ENVIRONMENT

- Surveillance of 750 tobacco retail outlets in Washington, DC
- Brief mobile-based survey with trained fieldworkers captured data/photos on:
 - Number of LCC ads on store exterior
 - Availability of singles and packs of LCC's
 - Type (flavored, menthol, regular)
 - Availability and lowest price of Black & Mild packs

POINT-OF-SALE ENVIRONMENT (CONT)

	Mean
<u>Among all stores (n=750)</u>	
Exterior LCC advertising	12%
Store sells any LCCs	80%
Store sells single LCCs	60%
Store sells packs of LCCs	74%
Store sells Black & Mild LCCs	70%
<u>Among stores selling LCCs (n=588)</u>	
Regular LCCs	98%
Flavored LCCs	95%

POINT-OF-SALE ENVIRONMENT (CONT)

- More available in predominately African American neighborhoods
- Cheaper in African American and some young adult neighborhoods
- Exterior advertising was more prevalent in African American and young adult neighborhoods

HOOKAH



- During a typical 45-minute session of hookah, a person may inhale as much smoke as smoking 100 cigarettes or more.*
- A single waterpipe session can yield slightly more nicotine than a single cigarette, and about 36 times the tar and 8 times the CO.[#]

*WHO Study Group on Tobacco Product Regulation. *Waterpipe Tobacco Smoking: Health Effects, Research Needs and Recommended Actions by Regulators*. Geneva, Switzerland; 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.

PERCEIVED RISK AND HARMS

- Numerous studies have demonstrated the widespread perception that hookah smoke is less harmful and less addictive than cigarette smoke.
- Among two studies with U.S. university-aged samples, factual knowledge of hookah harm and toxicant exposure was poor.

HOOKAH - PREVALENCE

- National representative survey data concerning hookah use are limited.
- In 2012, 21.4% 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; 2013

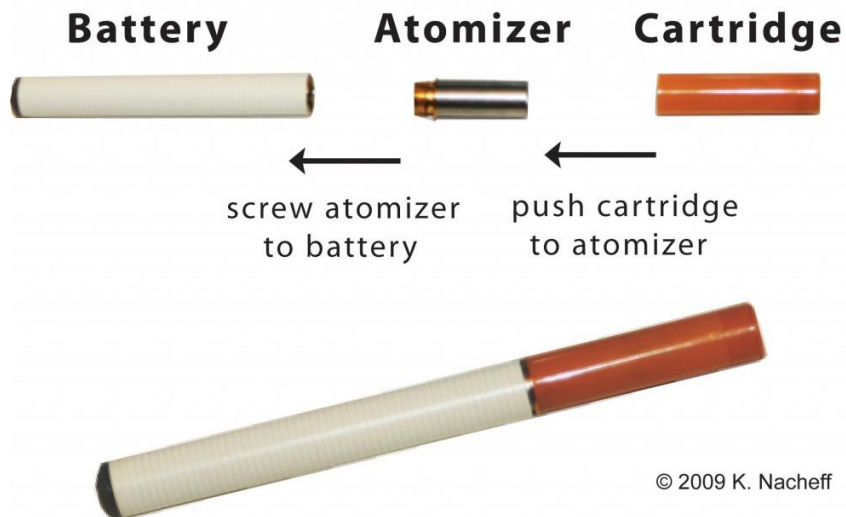
**American Lung Association, Hookah Smoking A Growing Threat to Public Health. Access ed on Nov 19, 2012. <http://www.lung.org/stop-smoking/tobacco-control-advocacy/reports-resources/cessation-economic-benefits/reports/hookah-policy-brief.pdf>.

#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.
- Samples analyzed by FDA found diethylene glycol (a chemical used in antifreeze, toxic to humans) and carcinogens, including nitrosamines.
- 70% of Americans believe that e-cigarettes are less harmful than regular cigarettes.*



© 2009 K. Nacheff



* Pearson, JL, et. Al. e-Cigarette awareness, use, and harm perceptions in US adults. Am J Public Health. 2012 Sep;102(9):1758-66.



E-CIGS MARKET

Market Size Continues to Increase



Vapor Shark E-Cigarette Billboard, Florida, 2013

- Sales of e-cigarettes approached \$2 billion in 2013 and are estimated to surpass \$10 billion by 2017:
 - Lorillard - Blu e-cigs sold nationally
 - Reynolds American – Vuse; test marketed in CO and UT; national launch June 2014
 - Altria Group - Launched MarkTen in test markets (Arizona and Indiana), planned national launch
 - NJOY – Sold nationally

*Herzog, B. & Gerberi, J. (2013). *Equity research: E-cigs revolutionizing the tobacco industry*. New York: Wells Fargo Securities.

E-CIGARETTE AWARENESS

- 89% for youth ages 13-17
- 94% for young adults ages 18-21
- Increased among adults (18+) from 16.4% in 2009 to 75.4% in 2012

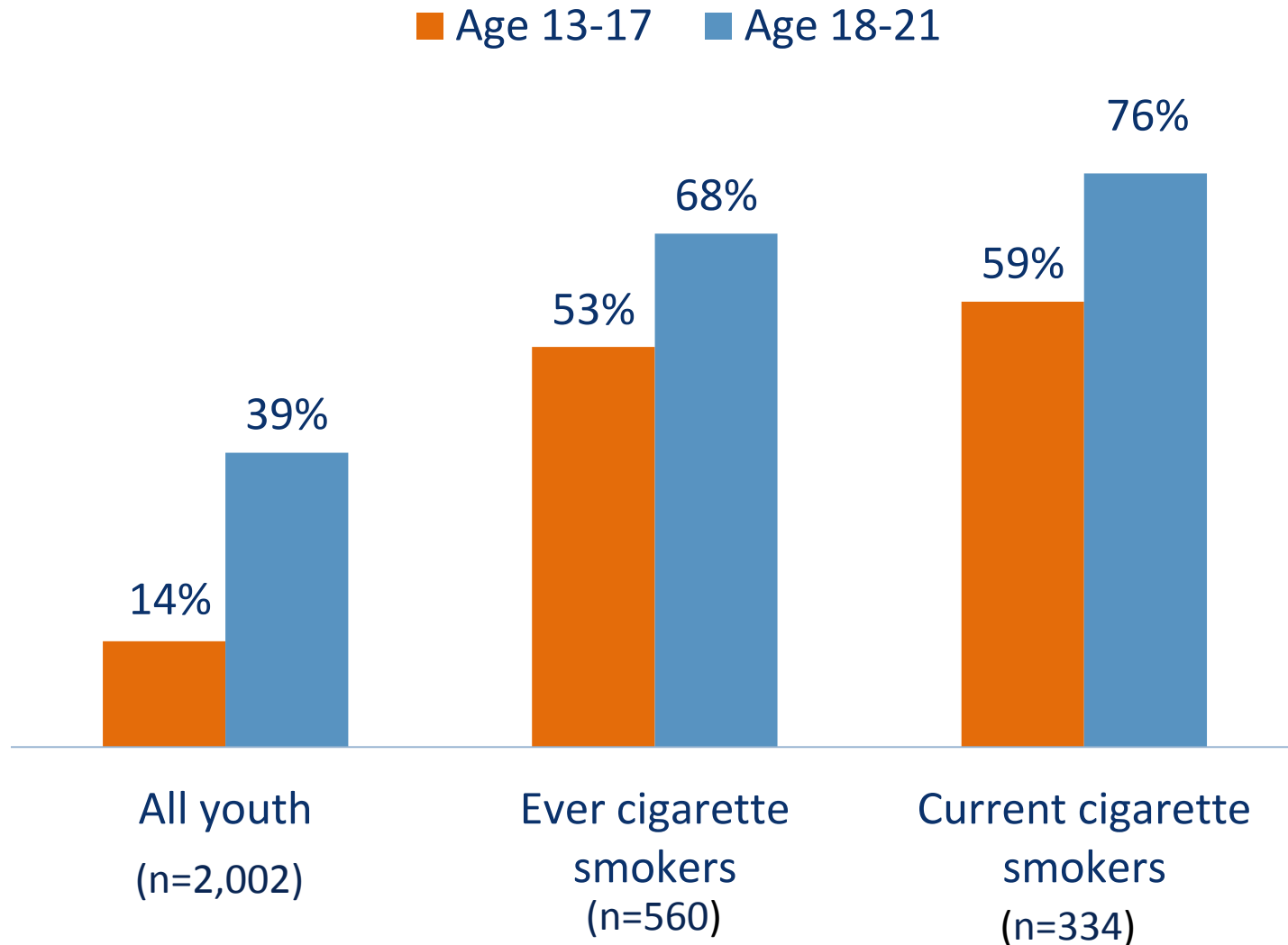
E-CIGARETTE: PREVALENCE

- Use of e-cigarettes among adult smokers doubled, from less than 10% in 2010 to more than 20% in 2011.*
- Among high school students, between 2011 and 2012:
 - Ever use increased from 4.7% to 10.0%.
 - Current use increased from 1.5% in 2011 to 2.8%.

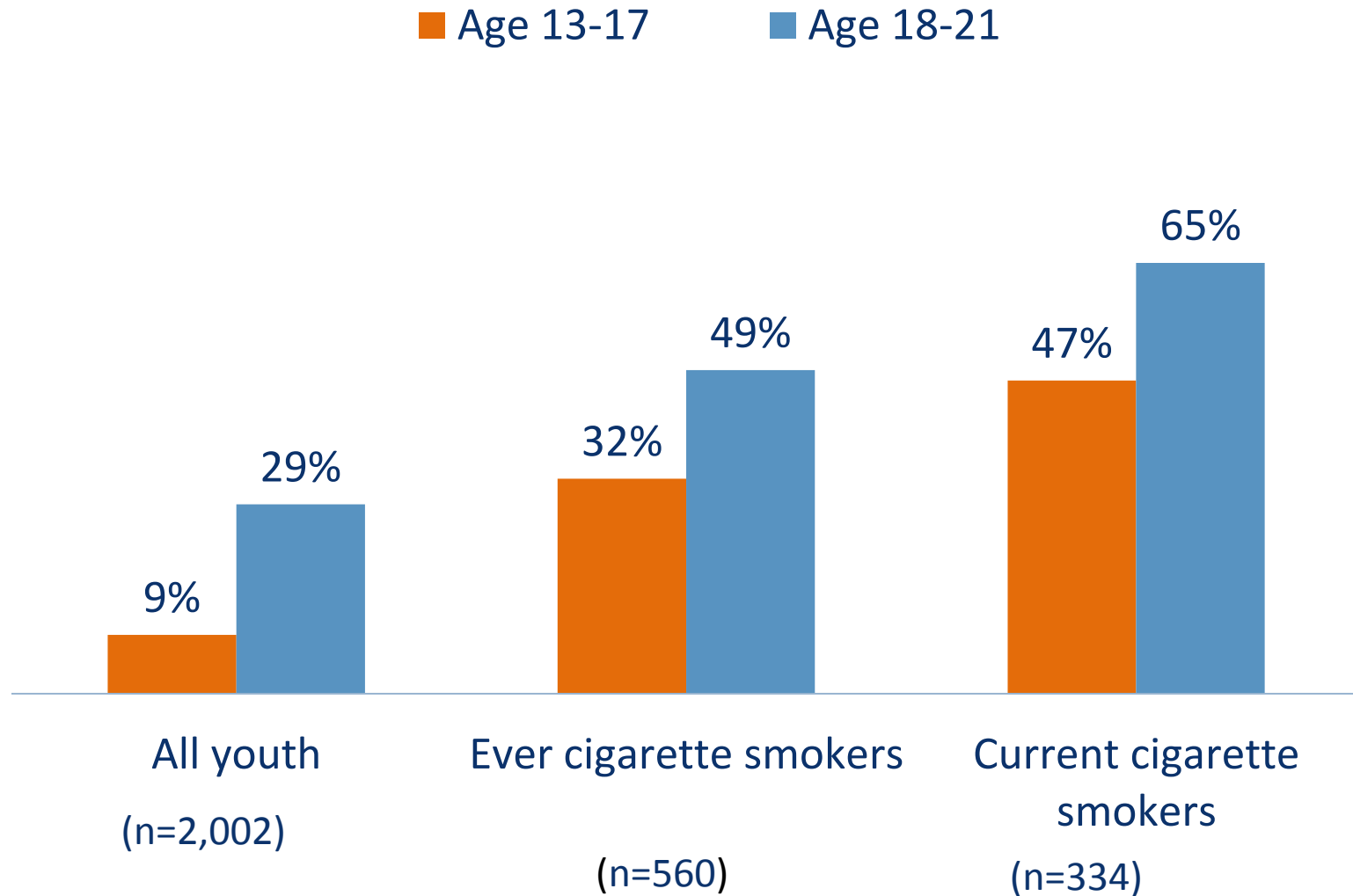
Source: *King BA, Alam S, Promoff G, Arrazola R, Dube SR. Awareness and ever-use of electronic cigarettes among U.S. adults, 2010-2011. *Nicotine Tob Res.* Sep 2013;15(9):1623-1627.

**Notes from the field: electronic cigarette use among middle and high school students - United States, 2011-2012. *MMWR Morb Mortal Wkly Rep.* Sep 6 2013;62(35):729-730.

EVER USE OF E-CIGARETTES



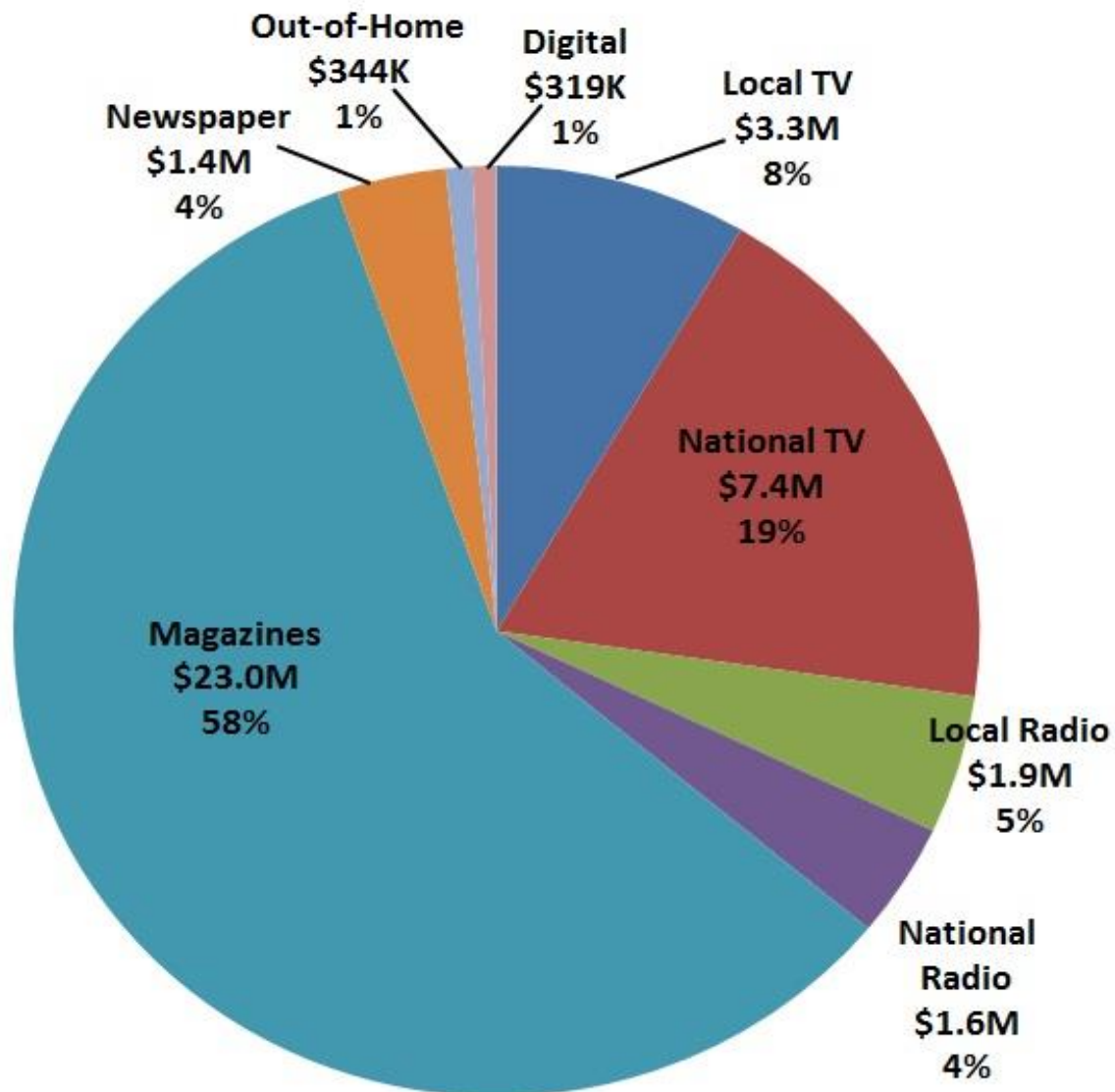
CURRENTLY USING E-CIGARETTES



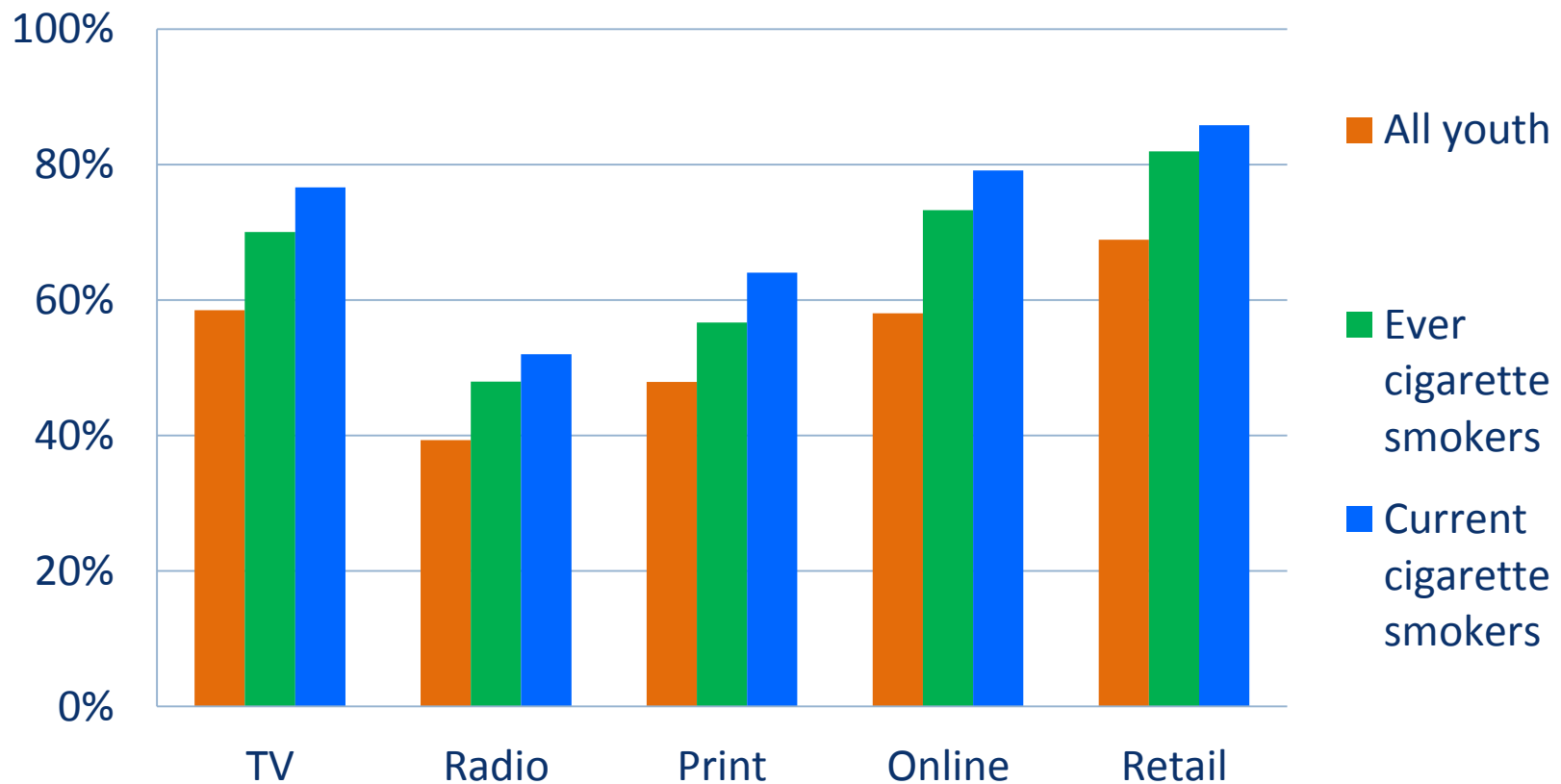
E-CIGARETTES: MARKETING

Spending on e-cigarette advertising increased
from \$5.6 million in 2010 to
\$82.1 million in 2013
across all media channels.

E-cigarette Spending Across Channels, June - November 2013



AWARENESS OF E-CIGARETTE ADVERTISING (18-21 YR OLDS)



E-cigarette advertising reach across TV and print among 18- to 24-year-olds

	Number of individuals reached	Percent of population reached
TV	15.2 million	51%
Print	22.7 million	76%

**SMOKING
PERMITTED**



blu | PREMIER
ELECTRONIC
CIGARETTES
BUY HERE!

18+ ID required for purchase.



PUSH

WHY QUIT? SWITCH TO BLU

blu is the smart choice for smokers wanting a change. Take back your freedom to smoke when and where you want without ash or smell.

blu is everything you enjoy about smoking and nothing else.

Nobody likes a quitter, so make the switch today.

Visit blucigs.com



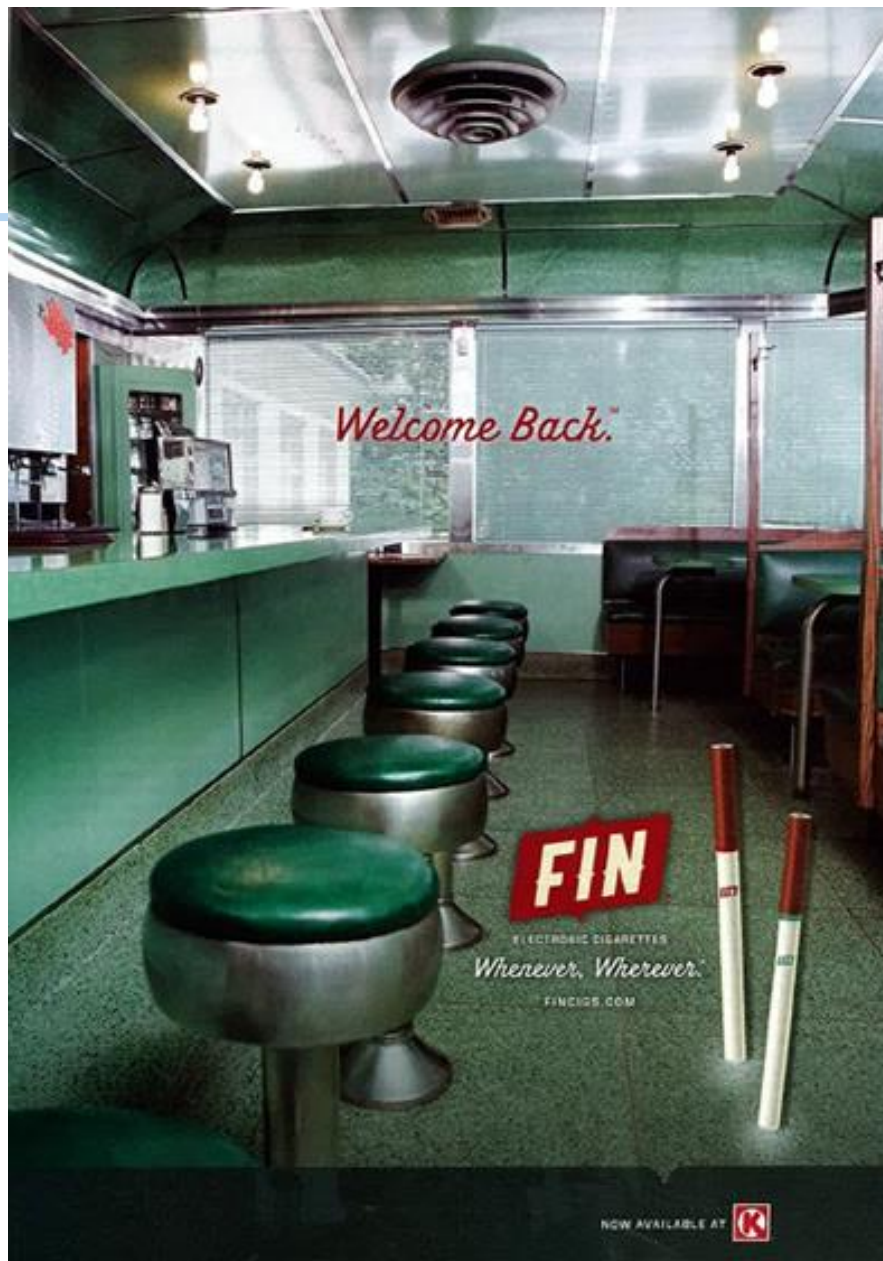
* New blu Smart Pack



PREMIUM ELECTRONIC CIGARETTE

18+ only.

CALIFORNIA PROPOSITION 65 - **Warnings:** This product contains nicotine, a chemical known to the state of California to cause birth defects or other reproductive harm.



**CIGARETTES, YOU'VE
MET YOUR MATCH.**





Upcoming Events

Check out the list below and find out where blu will be next.

MUSIC



JUN
26
Thursday

Electric Forest

Rothbury, MI

This multi-genre musical powerhouse turns the woods of Rothbury...

[Event Details](#)

MUSIC



JUN
26
Thursday

Kicker Country Stampede

Manhattan, KS

For four days, Tuttle Creek State Park will spring...

[Event Details](#)

MUSIC



JUL
4
Friday

Independence Day
Weekend at Encore
Beach Club

Las Vegas, NV

A Vegas pool party is light years away from...

LEGACY'S E-CIG POLICY STATEMENT



E-CIGARETTE POLICY: THE FDA SHOULD PROMPTLY EXERCISE REGULATORY AUTHORITY OVER E-CIGARETTES

Introduction

E-cigarettes¹ are devices that warm a nicotine solution producing an aerosol that is inhaled without the combustion of tobacco. They vary in size, cost, and efficiency of nicotine delivery. The most common are designed to look like cigarettes and mimic the act of smoking. Many e-cigarettes have an indicator light of various colors at their tip. These “cigarette-like” devices are widely available and are either disposable or rechargeable using a cartridge for the nicotine solution. “Personal vaporizers” are larger, are more expensive, have a refillable tank for the nicotine solution (e-juice), and are sold in specialty stores and online. Bottles of e-juice come in a wide variety of flavors and concentrations of nicotine that can be mixed by the user to personal taste. Devices and solutions vary in quality and accuracy of labeling.

Use of e-cigarettes among smokers has doubled, from less than 10% in 2010 to more than 20% in 2011.² Sales have doubled every year since 2010 and are projected to reach \$2 billion in 2013.³ Use of e-cigarettes has doubled among middle and high school students from 3.3% in 2011 to 6.8% in 2012.⁴ Most of these youth also report using conventional cigarettes. E-cigarettes are gaining attention as they become more widely promoted and used.⁵

In the U.S., more than 43.8 million people smoked cigarettes in 2011,⁶ and about half of lifelong smokers will die prematurely from their tobacco use.⁷⁻⁹ Legacy recognizes that, on an individual level, there is a continuum of risk

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).



SMOKELESS MARKETING



Camel SNUS 2013
Smoke-Free Resolution

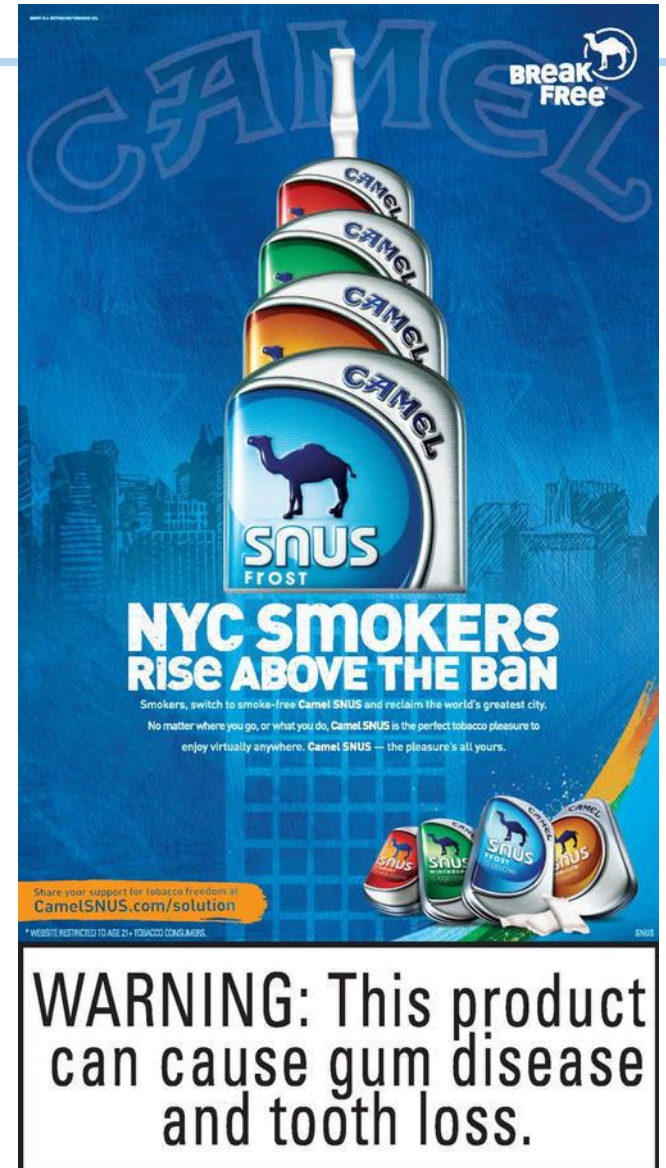
If you're looking for smoke-free, spit-free, drama-free tobacco pleasure, pop in a Camel SNUS and start the year off fresh. Who knows, the great taste might just change the way you enjoy tobacco.

CAMEL SNUS NATION
Visit SNUSNATION.COM

WARNING: Smokeless tobacco is addictive.

*WEBSITE RESTRICTED TO AGE 21+ TOBACCO CONSUMERS.

SNUS



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

* WEBSITE RESTRICTED TO AGE 21+ TOBACCO CONSUMERS.

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

NEVER LET A
MINIVAN
PASS YOU ON THE HIGHWAY.



Tellin' it like it is.*

mygrizzly.com*

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

*WEBSITE RESTRICTED TO AGE 21+ TOBACCO CONSUMERS.
© 2012 American Snuff Company, LLC.

MOIST SNUFF

YOU DON'T NEED A VACATION.
YOU NEED A
MAN CAVE



Tellin' it like it is.*

mygrizzly.com*

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

© 2012 American Snuff Company, LLC.

MOIST SNUFF

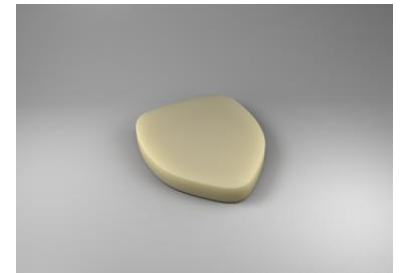
DISSOLVABLE TOBACCO

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



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.



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

TOBACCO PRODUCT EVER USE AMONG YOUNG ADULTS (18-34)

Product	Wave 1	Wave 2	Wave 3	% change (Wave 1 to Wave 3)
Cigarettes	48.96%	55.07%	57.65%	8.69
Cigar	29.55%	36.74%	39.75%	10.20
Pipe	8.59%	11.18%	12.82%	4.23
Little cigars, cigarillos, or bidis	23.83%	32.61%	32.91%	9.08
Hookah	15.55%	19.97%	21.77%	6.22
E-cigarettes	5.03%	7.92%	10.31%	5.28
Chewing tobacco, dip, or snuff	10.64%	13.49%	15.25%	4.61
Snus	4.65%	6.26%	6.96%	2.31
Dissolvables	0.74%	0.97%	1.26%	0.52

EXAMPLES OF STATE AND LOCAL POLICY

- Ban sale of flavored tobacco products
- Tax parity of cigars with cigarettes
- Ban single sales of cheap cigars, requiring that they be sold in packs of 5
- Prohibit the sale of e-cigarettes to minors
- Extend smokefree air laws to include hookah and e-cigarettes

STATE/LOCAL INITIATIVES

- Maryland!
- Virginia
- Massachusetts
- Providence, RI
- Wisconsin



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

FIGHT AGAINST BIG TOBACCO'S LIES
FIGHT WITH FACT.COM  **Manipulicious**

VIRGINIA'S (DIS)TASTEFUL CAMPAIGN

- Survey of 6,000 Virginia residents found that:
 - 86% of respondents think flavored tobacco products are more appealing to young people than regular tobacco products.
 - 69% of respondents supported extending the current federal ban on flavored cigarettes to other flavored tobacco products.
 - 83% of youth were more likely to try a flavored cigarillo than a non-flavored cigarillo.
 - 42% of youth tobacco users think that hookah is less harmful than cigarettes.

Grape,
strawberry,
chocolate,
bubble gum,
and vanilla.



We're not talking about ice cream or candy.
We're talking about tobacco.

Tobacco in any flavor is **addictive** and **toxic**.

(dis)tasteful

GET INVOLVED

- Research gaps: Add product/brand-specific questions for small cigars and cigarillos, e-cigarettes, hookah, etc. to state and local surveys.
- Educate youth advocates and the community-at-large about these harmful products.
- Integrate other tobacco products into programming.

THANK YOU