

TOBACCO IS CHANGING

Learn the Products

Cigarette use may be dropping among Wisconsin's youth, but newer, less recognizable tobacco products are gaining popularity fast. And that's not good, because there's no such thing as a safe tobacco product.

E-Cigarettes

Electronic smoking devices, or "vapes," come in many shapes and sizes, and their use has skyrocketed among Wisconsin youth.



Little Cigars and Cigarillos

Shredded tobacco tightly rolled in tobacco paper or leaves, cigars, little cigars, and cigarillos come in different sizes and flavors.

Smokeless Tobacco

Smokeless products like dip, snus, and chew aren't safe. They still contain nicotine and other dangerous, cancer-causing chemicals.



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Watch Out for Nicotine in Disguise

One way to keep kids hooked? Prevent adults from learning the young people they care for are addicted, with new products specifically designed to look like everyday objects.



Toy-like Shapes and Colors

Many e-cigarettes come in slick shapes, fun colors, and can look like fidget-spinners and other small toys.



Look-alike Products

It's easy to mistake tobacco products for everyday objects like makeup compacts, USB drives, or writing pens.



Candy Copycats

With juicy colors and clever packaging, tobacco products can look like mint tins, packs of gum, taffy, and more.



Stealthy Wearables

Now they're integrating vaping devices into items that young people wear, like backpacks, hoodies, and smartwatches.



Deceptive Shipments

Few online retailers verify age, and many promise plain packages, and purposely vague invoices and shipping labels.

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Watch Out for Kid-Tempting Candy Flavors

How tempting are tobacco flavors like cherry, grape, root beer float, and cotton candy? Very. In Wisconsin, 95 percent of middle schoolers say they wouldn't use an unflavored tobacco product. Despite new federal restrictions, these dangerous flavored products are still on the market:



Menthol

Menthol's cooling sensation and minty flavor make cigarettes, vapes, smokeless tobacco, and cigar products easier to use and harder to quit.



Flavored Disposables

Disposable e-cigarettes can deliver hundreds of sweet, addictive nicotine puffs. They're also cheap, widely available, and growing in popularity.



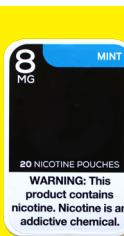
Flavored E-liquids

E-liquids and refillable vaping cartridges hook kids with thousands of flavors, like graham cracker, popsicle, cherry limeade, and gummy bear.



Flavored Little Cigars and Cigarillos

Sold individually or in packs ranging from two to 20 cigars, young people can get a sweet flavor fix for just a few dollars at the convenience store.



Flavored Smokeless Tobacco

Minty or fruit-flavored smokeless products are often packaged in tins and pouches that look like candy. There are even nicotine toothpicks.

What Can You Do?

Support Tobacco-Free Environments and Prevention Policies

We can react to Wisconsin's tobacco problems, or we can adopt proactive policies that work together to prevent tobacco use. You can help. Visit TobaccoisChanging.com to connect with a local coalition and find out how you can support comprehensive tobacco policies in Wisconsin.

Learn more about the next generation of dangerous and deceptive tobacco products at TobaccoisChanging.com.



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