

Candy or Tobacco?



The tobacco industry wants you to believe that they've stopped marketing to kids, but they haven't. They're just doing it in sneaky ways.

Kids are exposed to many things we can't control, but we **can** do something about the marketing of tobacco, alcohol and food products to youth in our community.

Working together, we can make our community and the places we shop healthier!



Does it really make sense that a deadly, addictive product that is supposed to be for adults is designed to look and taste like candy?

- Cigars and cigarillos, or little cigars, are very popular among youth and are as dangerous as cigarettes.
- Cigarillos are available in kid-appealing flavors such as grape, watermelon, cherry and chocolate, and can be bought for less than \$1.00 each.
- In Santa Cruz County 60% of stores that sell flavored tobacco products are within 1000 feet of schools.
- 49% of the retailers surveyed in Santa Cruz sell little cigars and cigarillos.
- 63% of the retailers surveyed sell flavored tobacco products.