


## What is the big deal about “Candy Flavored Tobacco”?



Candy Flavored Tobacco Products are those that contain fruit and candy flavoring. The candy flavored products most commonly seen in Sumter County are:

- Cigars
- Cigarillos
- SNUS

Currently in Sumter County 10.7% of our middle school students are smoking and 23.8% of our high school students are smoking. When smokeless tobacco is added, it is estimated that 30 to 35% of our high school youth are using tobacco products. The state average for smoking among middle school students is 5.0% and among high school students is 14.5%.

During the past few months the Sumter County Health Department Tobacco Prevention Program has surveyed area stores and found the items represented in the table below available in Sumter County. It is hoped that this information will be useful in your efforts to keep tobacco products off of the school campus.

Tobacco Item	Flavors	Nicotine Levels compared to cigarettes	
<p><b>Cigars:</b> Contain more toxins than that found in cigarettes and generally have no filters</p>	<p><b>Peach, Grape, Chocolate, Banana, White Grape, Watermelon, Wine, Pineapple</b></p>	<p><b>Each cigar contains the equivalent nicotine of 3-5 times that of one cigarette</b></p>	

<p><b>Cigarillos:</b> These resemble cigarettes but are actually miniature cigars.</p>	<p><b>Grape, Strawberry and Cherry</b> are the more prevalent.</p>	<p>Each cigarillo contains the equivalent nicotine of 2-3 times that of one cigarette</p>	
<p><b>SNUS:</b> These are a new form of tobacco that is marketed as both "Spitless" and "Smokeless"</p>	<p>Currently marketed in "Mellow" and "Mint" flavors</p>	<p>Similar to that of regular smokeless tobacco. With the equivalent nicotine level of 2-3 times that of one cigarette</p>	

A new item not easily identifiable as tobacco is being test marketed in three states and getting ready to be brought out nationally. It breaks all of the ideas of what a tobacco product looks like. These products are being marketed by RJ Reynolds and several other companies and are candy shaped and look like mints. They are called "Orbs". Another form of the same product is on a dissolvable tablet placed in the mouth. They are made of finely ground tobacco. The FDA is in the process of reviewing these new products. This is the first tobacco product to have such a review. It is available in several states and we expect in the coming year that we will see them in Florida, barring a decision by the FDA to disallow it.

Attached with this article are pictures of the items discussed and available for purchase in Sumter County. It is important that we keep informed about the products that the youth perceive as cool. The tobacco industry will say that they are marketing these products to those over the age of 18. However statistics show that 90% of tobacco users start before they turn 18. The youth will and do find methods to purchase the items mentioned.

Should you have any questions about the Sumter County Tobacco Prevention Program or about Candy Flavored Tobacco Products please call Kimberly Alfrey at 352-793-2701 ext 298.