



CIGARS & CIGARILLOS



In most Minnesota cities, cigars and cigarillos can be purchased cheaply. This three-pack of cigars costs 99 cents, which is highly affordable for youth.



This Splitarillos advertisement was on the company's Facebook page. Their tag line "Split it with your friends" is a youth-friendly message.

WHAT ARE CIGARS & CIGARILLOS?

Cheap cigars and cigarillos are machine-made, often flavored, and inhaled like a cigarette. These cigars are wrapped in paper that contains a small amount of finely milled tobacco.

Cigarillos are a type of cigar with increasing popularity among youth. They are slightly larger than a cigarette, usually do not contain a filter, and have tobacco in the paper. Cigarillos vary in packaging size and are sold in an assortment of flavors.

ARE CIGARS & CIGARILLOS REGULATED?

Regulation is lacking for cigars and cigarillos. In 2009, Congress gave oversight on the manufacture and sale of cigarettes to the Food and Drug Administration (FDA)¹, which prohibited the sale of flavored cigarettes. In response, tobacco companies increasingly added flavoring to cigars, making them appealing to youth.

Not only are many cigars and cigarillos flavored, they are often cheap. In 2009, small cigars were subject to increased federal taxes. Cigar makers responded by slightly increasing the weight of their products to avoid this taxation.¹ In Minnesota, cigars and cigarillos became subject to increased state tobacco taxes in 2013, but these products are still much less expensive than cigarettes, costing as little as three for 99 cents.

The FDA began regulating cigars and cigarillos in 2016. The new regulations:

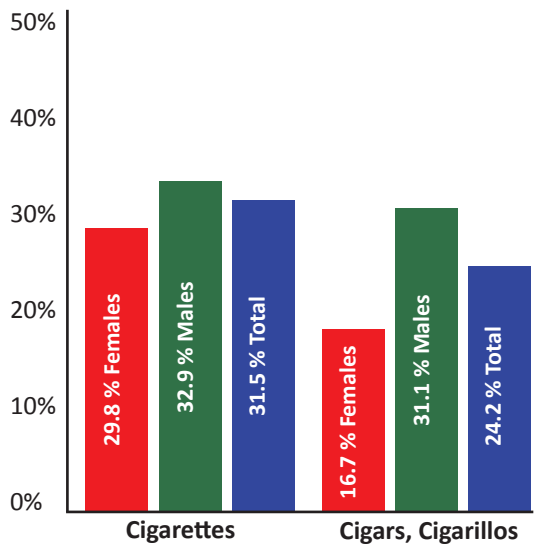
- Require that one of six rotating warnings labels be placed on the packaging of all cigars;
- Prohibit free samples of cigar products;
- Require registration of cigar manufacturers and product lists with the FDA;
- Require manufacturers to disclose ingredient lists to the FDA; and
- Require a review process for new products marketed.²

WHAT ARE THE HEALTH EFFECTS OF CIGARS & CIGARILLOS?

Cigar smoke is composed of the same toxic and carcinogenic constituents found in cigarette smoke. Cigars smoke causes cancers of the lung, larynx, oral cavity, and esophagus, coronary heart disease and chronic obstructive pulmonary disease.³

Cigars and cigarillos are often smoked and inhaled like cigarettes. Flavoring can disguise the harshness of the smoke, making it easier for first time tobacco users to smoke these products.

Percent of MN high school students who have ever used specific tobacco products, by gender, 2014⁵



WHO USES CIGARS & CIGARILLOS?

Each day, more than 2,500 kids under 18 years old try cigar smoking for the first time.⁴ With fruity flavors, candy-like packaging and deals like two for 89 cents or three for \$1, cigars and cigarillos are attractive, accessible, and affordable for young people.

In Minnesota, almost one in four high school students have used cigars or cigarillos.⁵ Nearly one in three boys and one in six girls currently use cigars or cigarillos.⁵ The Minnesota Youth Tobacco Survey found the percentage of high school current tobacco users who only smoked cigar products in the past 30 days rose from 10.9 percent in 2011 to 15.8 percent in 2014.⁵

WHAT CAN BE DONE TO PREVENT YOUTH USE OF CIGARS & CIGARILLOS?

Local communities can regulate these products to prevent youth use. Several options are available including:

- Prohibit the sale of all flavored tobacco products;
- Require minimum pack sizes for cigars; and
- Require a minimum price per cigar.

In Minnesota, Brooklyn Center adopted an ordinance that requires cigars to be sold for a minimum price of \$2.10 apiece unless sold in packs of five or more.

Minneapolis, Saint Paul, Maplewood, Richfield, Bloomington, Saint Louis Park and Robbinsdale adopted ordinances setting the minimum price at \$2.60 per cigar and packs of four or more at \$10.40. These ordinances are meant to make cigars, many of which are flavored, more expensive and less appealing to price-sensitive youth.

SOURCES

- 1 One Hundred Eleventh United States Congress. (2009). *Family Smoking Prevention and Tobacco Control Act*. Retrieved from <https://www.gpo.gov/fdsys/pkg/PLAW-111publ31/html/PLAW-111publ31.htm>
- 2 U.S. Food and Drug Administration. (2016, August 7). Cigars, Cigarillos, Little Filtered Cigars. Retrieved from <http://www.fda.gov/TobaccoProducts/Labeling/ProductsIngredientsComponents/ucm482562.htm>
- 3 National Cancer Institute. (1998, February). Cigars: Health Effects and Trends. *Smoking and Tobacco Control Monograph No. 9*. Retrieved from http://cancercontrol.cancer.gov/Brp/tcrb/monographs/9/m9_complete.pdf
- 4 U.S. Centers for Disease Control & Prevention. (2016, April). Tobacco Use Among Middle and High School Students — United States, 2011-2015. *Morbidity and Mortality Weekly Report*. Retrieved from <http://www.cdc.gov/mmwr/volumes/65/wr/mm6514a1.htm>
- 5 Minnesota Department of Health. (2014, November). Teens and Tobacco in Minnesota: 2014 Update Data Book for the Minnesota Youth Tobacco Survey. Retrieved from: <http://www.health.state.mn.us/divs/chs/tobacco/teenstobaccodata110714.pdf>

The Association for Nonsmokers-Minnesota is dedicated to reducing the human and economic costs of tobacco use in Minnesota.
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Many brands market heavily on social media to reach new users. **Above**, Swisher Sweets posts beach-themed photos to its Instagram account. **Below**, Executive Branch Cigar uses rap celebrities Big Sean, left, and Snoop Dogg to reach youth. This photo appears on Executive Branch's Instagram.

