

COUNTER BALANCE

IN 2010, THE FDA BANNED THE SALE OF SINGLE & FLAVORED CIGARETTES, BUT OTHER TOBACCO PRODUCTS ARE MARKETING TO YOUTH AS ALTERNATIVES TO TRADITIONAL CIGARETTES.



IN FACT, A SINGLE CIGARILLO MAY CONTAIN 3 TIMES MORE TOBACCO THAN A SINGLE CIGARETTE & ALL THE SAME TOXIC CHEMICALS.



CIGARILLOS

ARE SHORT, NARROW CIGARS THAT COME IN A VARIETY OF FRUIT FLAVORS. THEY ARE HIGHLY APPEALING TO YOUTH AND JUST AS ADDICTIVE AND HARMFUL AS CIGARETTES.



72%

OF VERMONT TOBACCO STORES SELL FLAVORED CIGARILLOS AND NEARLY TWO-THIRDS SELL SINGLE CIGARILLOS

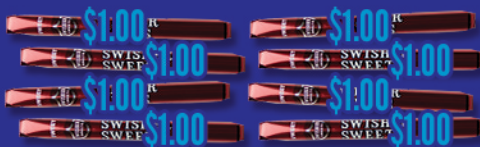


39%

OF RETAIL STORES THAT SELL SINGLE CIGARILLOS ADVERTISE THEM FOR LESS THAN \$1.00, MAKING THEM MORE APPEALING & ACCESSIBLE TO YOUTH.



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STORES NEAR SCHOOLS ARE MORE LIKELY TO SELL CIGARILLOS OR SMALL CIGARS



HELP END TOBACCO'S INFLUENCE ON VERMONT'S KIDS.

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IS IT ANY WONDER WHY VERMONT HIGH SCHOOL STUDENTS ARE ABOUT TWICE AS LIKELY AS ADULTS TO SMOKE CIGARS?

