

Products That Are Smoked

Big tobacco is also marketing tobacco that is smoked, in new and different ways. Those tobacco products include cigarillos, little cigars and hookahs. Marketing strategies include new flavors of tobacco, cheaper product (because cigars are not subjected to the same high taxes as cigarettes).

Hookah

A hookah is a single or multi-stemmed instrument used for smoking.

- A hookah is a water pipe which is used to smoke a type of tobacco called shisha through cooled water.
- Shisha is tobacco which has been soaked in honey or molasses making it very moist and sticky. Shisha comes in a variety of flavors.
- The shisha is heated in a bowl at the top of the hookah and the smoke is filtered through the water in the base, as the smoker inhales through a hose.
- Using hookah is seen as a social activity. Hookah bars are becoming popular in communities with large colleges or universities.
- Often thought of as “safer” than traditional smoking because smoke is cooled and filtered by passing through water, but even though it is cooled down by this process the smoke still contains the same cancer causing carcinogens as traditional smoke.



Cigarillos

Cut tobacco wrapped in a tobacco leaf and are not filtered. They are smoked like a cigar, meaning they are not meant to be inhaled.



Little Cigars

Resemble cigarettes in size, shape, packaging and filters. Wrapped in a tobacco leaf, like a cigar or cigarillo.



Electronic Cigarettes - E-Cigs

What are Electronic Cigarettes or E-Cigs?

An electronic cigarette is an oral device that can be used to simulate smoking and that produces an aerosol of nicotine and/or other chemicals.

They take many forms:

Electronic Cigarettes are also known as e-hookas, hooka pens, vape pens, vaporizers, e-cigars, and e-pipes.



Why Should You Be Concerned?

We have worked hard for clean air.

- E-cigarettes produce more than just water vapor. The aerosol can contain nicotine, ultrafine particles, heavy metals, and toxic cancer-causing chemicals.
- Wisconsin communities have come to expect clean indoor air; e-cigarette use threatens this standard and makes enforcement confusing.

E-Cigarettes are not regulated and have not been proven safe.

- There are no regulations on the manufacture or sale of the 450+ brands of e-cigarettes to protect consumers.
- Contents vary widely and don't always match the ingredients or amounts listed on labels.

- The number of poison control calls linked to the “juice” used in e-cigarettes is on pace to double in 2014.

E-Cigarettes are not approved to help smokers quit.

Not one of these products has been approved by the FDA as a cessation device.

E-Cigarettes appeal to youth.

- The use of e-cigarettes has more than doubled among youth.
- Candy-like flavoring like grape and cherry target youth tastes.
- Marketing efforts dress-up e-cigarettes as safe and cutting edge.

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