

TOBACCO IS CHANGING

Understand Tobacco's Tactics

Tobacco products are often made, packaged, and marketed in ways that can make young people more vulnerable to tobacco use. Once you know the signs, it's not hard to spot the unethical tobacco tactics trying to win over young people in your life.



Sweet Flavors that Hook Kids

Why is the first tobacco product most youth try flavored? Kids like candy. Sweet, fruity, or minty flavors like gummy bear, cherry, and menthol help mask the harsh taste and smell of tobacco products.

Know This:

80 percent of young e-cigarette users said they used e-cigarettes "because they come in flavors I like."¹

Look For:

- Brightly colored plastic or product wrappers in the trash
- Sweet, unexplainable scents on their clothes or around the house
- Disposable e-cigs that look like highlighters, pens, or USB drives

Tell Them:

Candy flavors can make you think some products are milder versions of conventional tobacco. But sweet doesn't mean safe.

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Packaging that Hides in Plain Sight

Bright colors, slick packaging, look-alike designs. Today, deceptive packaging makes the average tobacco product look more like candy, or a fun toy, than a dangerous addiction—if you can spot it at all.

What to Look For:

- Vaping devices concealed in hoodies, backpacks, smartwatches, and other wearables
- Shiny cigar packaging that looks like candy
- Colorful dip and snus tins that look like mints or gum
- Disposable e-cigarettes that look like highlighters or USB drives
- Vapes disguised as everyday objects, like a makeup compact
- Mysterious packages or new clothing and accessories you don't remember purchasing.



Retail Environments that Target Youth

Tobacco companies work hard to take total control of the retail environments where their products are sold. They're out to manipulate young people with products placed on kid-level shelves and counters, slashed prices, and advertising near schools.

What to Look For:

- They place tobacco advertising near youth products and in young people's line of sight.
- They stock the shelves of stores near parks and schools with extra tobacco products.
- They appeal to kids with candy flavors and colorful, attention-grabbing packaging.
- They guarantee easy access to products with counter and self-service displays.
- They cut their prices on tobacco products and offer youth-friendly promotions.

What Can You Do?

Help Wisconsin Adopt Comprehensive Tobacco Policies

We can react to Wisconsin's tobacco problems, or we can adopt proactive policies that work together to prevent tobacco use. You can help. Visit TobaccoisChanging.com to connect with a local coalition and find out how you can support comprehensive tobacco policies in Wisconsin.

Learn more about the manipulative tobacco tactics affecting your community at TobaccoisChanging.com.

