

Date

Member name

Title

Address

Address 2

Dear Member name:

As a (***add your organization: medical, social service, community-based, neighborhood association, business, etc.***), we are pleased to support restricting the sale of mentholated and other flavored tobacco products such as electronic cigarettes, vape pens, cigars and cigarillos, blunt wrappers or other new and emerging nicotine products that are marketed towards African Americans, people living with low income and youth.

Flavored tobacco, including menthol is appealing to youth because it numbs the throat, which disguises the harmful effects of smoking and cigarette makers have evaded the federal flavored cigarette ban by manipulating their products to become “little cigars” with candy, fruit, chocolate, and various other kid-attracting tastes.

Menthol and flavored tobacco is also a racial justice issue. African Americans are aggressively targeted by tobacco companies to smoke mentholated tobacco; and as a result, 9 out of 10 African American smokers use menthol-flavored products at nearly 3 times the rate as whites. According to the Healthy Stores for Healthy Communities 2016 survey, mentholated cigarettes and flavored little cigars are cheaper in neighborhoods with higher percentages of African American residents than in neighborhoods with less African Americans in the city of Sacramento. This disparity is also true in lower income neighborhoods.

Smoking is ***still*** the major cause of death—killing more people than alcohol, AIDS, car accidents, illegal drugs, murders, and suicides combined. For tobacco companies to replace the 3,000 smokers that die each day, they must target African Americans, people living with low income and kids.

Therefore, we support the following:

- Prohibit discounting (E.g., buy one, get one free; \$2 off, etc.) of all tobacco products, including, electronic smoking devices.
- Prohibit the sale of mentholated and other flavored tobacco products (electronic cigarettes, vape pens, cigars and cigarillos, blunt wrappers or other new and emerging nicotine.
- Require minimum packaging size of little cigars, cigarillos and blunt wrappers to quantities of 10 or more.

Prohibiting the sale of flavored tobacco products and product discounting; and requiring minimum packaging size addresses predatory marketing by the tobacco industry, discourages youth from buying these products and helps those who use tobacco, to quit.

Sincerely,

Name

Title