

# Recycling the same old dirty tricks.



BIG TOBACCO HAS BEEN IN THE BUSINESS OF MARKETING AND SELLING ADDICTIVE PRODUCTS FOR DECADES.

NOW THE E-CIGARETTE INDUSTRY IS going back to Big Tobacco's playbook, USING THE same shady tactics.

- E-cigarette companies ignore the best interest of communities by manipulating product design to get around FDA regulations.
- Candy and fruit flavors are banned for some tobacco products but are a key ingredient in e-cigarettes because flavors lure teens into a lifetime of addiction.
- The themes used for cigarette advertising are being used today to advertise e-cigarettes. The CDC says exposure to e-cigarette ads may be contributing to increases in youth e-cigarette use.
- There's so much that we don't know about the health effects of e-cigarettes, but almost every day we learn about new harms and dangers of using these products.
- These companies are using our generation as an experiment for their new nicotine-packed products.
- 50 years after the U.S. Surgeon General warned of the dangers of cigarettes, we are still learning about the harms smoking causes. What will we learn in the coming years about the harms of vaping nicotine?

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## BIG TOBACCO TRICKS



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