

Know the Products

Cigarette use may be dropping among Wisconsin's youth, but other, newer tobacco products are gaining popularity fast.

And that's not good, because there's no such thing as a safe tobacco product. Designed to deliver nicotine—a highly addictive additive that can keep kids hooked for life—these new tobacco products come in a wide range of shapes and styles.



96% of Wisconsin middle schoolers say they probably wouldn't try an e-cigarette if it wasn't flavored.

Cigar Products

Cigars, little cigars, and cigarillos may come in different sizes, but they're all basically the same product: shredded tobacco tightly rolled in tobacco paper or leaves. Today, cigar products are available in hundreds of sweet, fruity, and minty flavors. Some individually wrapped cigars cost less than a dollar.

Cigar products can lead to heart disease, lung disease, tooth decay and gum disease, and cancers of the mouth, throat, and lungs.

Electronic Cigarettes

E-cigs, vape pens, e-pipes, disposable hookahs. These handheld devices use battery power to vaporize liquids that usually contain a mix of nicotine, flavorings, and other substances. Users inhale the aerosol that's released. Cheap and discreet, with no telltale smell of smoke, e-cigarettes have quickly become the most popular tobacco product among young people nationwide.

Sweet and trendy flavors like Root Beer Float, Unicorn Puke, Cotton Candy, and Banana Split are a big part of e-cigarettes' popularity. In a recent study, 80% of young e-cigarette users said they used e-cigarettes "because they come in flavors I like."

Smokeless Dip, Snus, and Chew

Every year, half a million kids in the U.S.—mostly boys and young men—try smokeless tobacco for the first time. Whether they're tucking a pinch or a pouch of flavored tobacco behind their lip, or chewing on a wad of shredded tobacco leaves, the results are the same. Nicotine and other dangerous, cancer-causing chemicals are released into the bloodstream, increasing users' risk of addiction, illness, and even death—usually, for less than the cost of a pack of cigarettes.

The number of Wisconsin kids who've tried smokeless products rises quickly as children get older, from just 2% of middle schoolers to 9% of high schoolers.



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