

# TOBACCO IS CHANGING

## Learn the Products

Cigarette use may be dropping among young people in Wisconsin, but newer, less recognizable tobacco products have gained popularity fast. And that's not good, because no matter what form it takes, there's no such thing as a safe tobacco product.

### E-cigarettes or vapes

Electronic smoking devices, or vapes, come in many shapes and sizes, and their use has skyrocketed among young people in Wisconsin.



### Oral nicotine products

Oral nicotine products like pouches, dip, snus, and chew are smokeless, but they still aren't safe. They contain addictive nicotine plus other dangerous, cancer-causing chemicals.



### Cigars

Shredded tobacco tightly rolled in tobacco paper or leaves, cigars, little cigars, and cigarillos come in different sizes and flavors.



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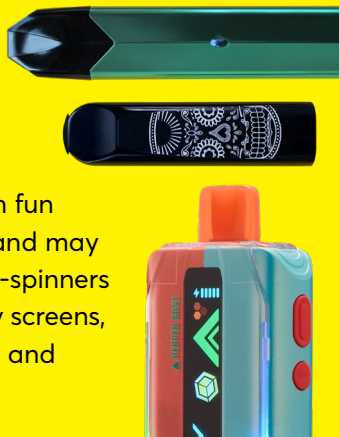
## What to watch for

### Nicotine in disguise

New nicotine products are crafted to appeal to younger generations. They're also specifically designed to look like everyday objects, preventing the adults in young people's lives from being aware of product use and addiction.

#### Toy-like shapes and colors

Many vapes come in fun colors and shapes, and may even look like fidget-spinners or tech toys with tiny screens, mesmerizing games, and per-puff "rewards."



#### Look-alike products

It's easy to mistake vapes and smokeless nicotine products for everyday objects like makeup compacts, USB drives, and even tiny handheld games or Bluetooth speakers.



#### Candy copycats

With bright colors and clever packaging, tobacco products can look like mint tins, packs of gum, taffy, and more.



#### Stealthy wearables

Now they're integrating vaping devices into items that young people wear, like backpacks, hoodies, and smartwatches.

#### Deceptive shipments

Few online retailers verify age, and many promise plain packages and purposely vague invoices and shipping labels.



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## Watch out for youth-tempting flavors

How tempting are tobacco flavors like cherry, grape, root beer float, and cotton candy? All of these flavors are very tempting, especially for young people. In Wisconsin, 95% of middle schoolers say they wouldn't use an unflavored product. Despite new federal restrictions, these dangerous flavored products are still on the market:



### Menthol

Menthol's cooling sensation and minty flavor make cigarettes, vapes, and cigar products easier to use and harder to quit.



### Flavored single-use vapes

Single-use e-cigarettes can deliver hundreds of sweet, addictive nicotine puffs. They're also cheap, widely available, and growing in popularity.



### Flavored oral nicotine products

Minty or fruit flavored oral nicotine products are often packaged in tins and pouches that look like candy. There are even nicotine toothpicks.



### Flavored cigar products

Sold individually or in packs ranging from two to 20 cigars, young people can get a sweet flavor fix for just a few dollars at the convenience store.

### Flavored liquid nicotine

Flavored liquid nicotine and refillable vaping cartridges hook kids with thousands of flavors, like graham cracker, popsicle, cherry limeade, and gummy bear.



## What can you do?

### Support tobacco-free environments and prevention policies

We can keep young people from getting hooked by adopting proactive policies to prevent youth tobacco use. You can help. Visit [TobaccoIsChanging.com](https://TobaccoIsChanging.com) to connect with a local coalition and find out how you can support comprehensive tobacco policies in Wisconsin.

Learn more about the next generation of dangerous and deceptive tobacco products at [TobaccoIsChanging.com](https://TobaccoIsChanging.com).

