

February 7, 2021

To Whom It May Concern,

**I am writing in support of SB 326, AN ACT PROHIBITING THE SALE OF FLAVORED CIGARETTES, TOBACCO PRODUCTS, ELECTRONIC NICOTINE DELIVERY SYSTEMS AND VAPOR PRODUCTS.**

I am a resident of Clinton CT. As a parent of 2 high school aged daughters, I see first hand the impact of the greedy vaping companies and their marketing strategies that target youth. With incessant advertising passing before the eyes of our youth in bright colors and friendly fonts, companies like Juul have captured the attention of a nation of teens. Instead of a generation that had the potential to eradicate smoking, we have a generation newly addicted to nicotine.

My children have shared with me that when new flavors come out, new users are created. One student might have the Juul, purchase the new flavor, and the encourage friends to “try it” because it “tastes good”. Child friendly flavors like smores, candy, and fruits are drawing in new users as curiosity wins out.

Tobacco (cigarette) companies have been found guilty of directly targeting young people for marketing. (Fischer, et al 1991, Cummings, 2002) A person that starts using at age 12 or 13 is a life long customer that will provide a lot on income. We must respond to this same industry crime again now. Please vote yes for this bill that will remove flavors from the store shelves. You will also be voting yes for the health of our children.

Kelley Edwards  
150 Nod Rd  
Clinton, CT 06413w