

I am testifying in favor of SB 326, An Act Prohibiting the Sale of Flavored Cigarettes, Tobacco Products, Electronic Nicotine Delivery Systems and Vapor Products.

The FDA commissioner stated that tobacco is the only legal consumer product that, WHEN USED AS INTENDED, will kill half of all its users. Big tobacco knows this and are using flavors to entice its next generation of smokers.

I have a Daughter who is a freshman at St Joseph College in West Hartford and a son who is a sophomore at Newington High school. It scares me to death that one of them may be pressured into trying some sort of tobacco product. They lost their grandfather to tobacco use, so we have seen firsthand the brutality of what tobacco can do to someone.

My daughter spoke out 2 years ago when we were getting TB21 passed in Ct., and tells many stories of friends who were addicted to vaping and/or menthol cigarettes. Someone gets them to try this delicious flavored vaping cartridge or the minty flavor of a Newport and before you know it they are addicted.

Flavors are a marketing weapon by Big Tobacco to target youth, big tobacco needs the youth to become addicted to tobacco in order to keep making money from it.

75% of all tobacco users today started using tobacco before the age of 21, 80% of teens that start using tobacco chose a flavored product and 50% of HS smokers chose menthol.

Big tobacco knows these stats and knows that if they are to create a new generation of tobacco users then they need to appeal to the youth. What better way to appeal to the youth than to make vaping taste like cherry lollipops or cigarettes that taste like refreshing spearmint?

There are over 15,000 flavored tobacco products and they were all created for one reason, to help big tobacco lure the youth into becoming the next generation of addicted tobacco users.

As I said, when used AS INTENDED, tobacco product will kill 50% of its users. These are the stats yet tobacco use is still wide spread. Big tobacco spends billions of dollars a year to market towards and target the youth, making it taste good by adding candy or mint flavors is a marketing strategy that does one thing, appeal to our youth.

It is time for Connecticut to stand up and protect kids from these predatory products.

Please vote for SB 326, An Act Prohibiting the Sale of Flavored Cigarettes, Tobacco Products, Electronic Nicotine Delivery Systems and Vapor Products.

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