

## Tobacco Modernization and Compliance Act Takes Effect August 1

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The Tobacco Modernization and Compliance Act of 2010 (TMCA) was passed by the Minnesota Legislature during the last legislative session. This Act, which took effect August 1, protects Minnesota youth from new tobacco products such as Camel’s dissolvable tobacco products.

Prior to passage of the TMCA, these products did not match the Minnesota definition of “tobacco products” and might have escaped regulation such as tobacco taxes and youth access restrictions. The TMCA updated the state’s definition of tobacco products to include novel items that were not around when the original definition was crafted. The new definition of tobacco products now includes any tobacco product that can be “ingested by any means.” FDA approved cessation devices are not included.

In addition, the Act expanded some youth access restrictions. The TMCA requires that ALL tobacco products be placed behind the counter. Prior to implementation of this new law, only cigarettes were required to be placed behind the counter.

Tobacco shops are exempt from this provision.

The Act also makes it illegal to sell an e-cigarette to anyone under the age of 18.



Camel dissolvable tobacco products. From left to right: Camel Sticks, Camel Orbs, and Camel Strips.

Originally, the Act included language that would ensure that little filtered cigars are regulated in the same manner as cigarettes. This language was taken out as concerns arose over whether this piece might be seen as a tax increase. Supporters of the TMCA hope to address this issue at a later date.

The TMCA passed as the result of hard work from a coalition of

health groups. This coalition was composed of: The Association for Nonsmokers-Minnesota, ClearWay Minnesota, American Heart Association, American Cancer Society, American Lung Association, Blue Cross and Blue Shield of Minnesota, Public Health Law Center, Local Public Health Association, and HealthPartners. This coalition began working on the bill after Ramsey Tobacco Coalition youth began noticing and documenting an increasing number of new tobacco products in their neighborhoods.

Local licensing authorities are responsible for implementation and enforcement of the law.

To learn more about the Tobacco Modernization and Compliance Act go to: [www.health.state.mn.us/divs/hpcd/tpc/legal.html](http://www.health.state.mn.us/divs/hpcd/tpc/legal.html) ♦

## Marlboro Hosts “Roadhouse Night” in Minneapolis

In late June, Marlboro hosted an exclusive party at “Bootleggers” bar in Minneapolis. The party was open only to those people who are on the Marlboro mailing list and guests. The party was Western-themed. Party guests were treated to: free alcohol, free food, live music, free pool, black jack, poker, free picture booth, and a raffle (\$100 worth of Omaha steaks and \$100 gift card for Ticketmaster). The party seemed to be a customer appreciation event. Of course, the new Marlboro Snus was also on display— perhaps in hopes that loyal Marlboro smokers will try the newest Marlboro product. Marlboro is hosting similar parties across the country. ♦



## Little Cigars Become More Popular in Iowa

In the last few years, RTC staff and coalition members have noticed a dramatic increase in the promotion of little filtered cigars throughout Ramsey County, West St. Paul, and South St. Paul. These little filtered cigars look exactly like cigarettes with one exception: the paper they are wrapped in contains tobacco (see pictures). As a result, these products avoid cigarette taxes and are, usually, *much* cheaper than cigarettes.

Recently, KCRG-TV 9, a TV station in Iowa, reported that little filtered cigars are also becoming an issue in Minnesota's southern neighbor. In Iowa, a pack of Marlboro cigarettes costs approximately \$5.50 per pack compared to \$1.30 for a comparable pack of filtered cigars. According to Andrew Beaupre, manager of a cigarette outlet in Iowa: "These (filtered cigars) have blown up in the last six or seven months...I mean, they're \$1.27! Who's not willing to try something new for \$1.27 with what they're paying for cigarettes?"

Research shows that youth are very price sensitive. Therefore, it is likely that these inexpensive little cigars are highly appealing to youth—especially given that many of these products are available in candy and fruit flavors like chocolate and grape. Beaupre predicted that the little cigar

"loophole" will soon be closed in Iowa. One can only hope this is true for Minnesota, as well. ♦

Source: <http://www.kcrg.com/news/local/99686654.html>



A sample of some of the many little filtered cigars available. Above: Remington little cigars. Top right: different brands of flavored little cigars. Bottom right: tobacco in the paper allows manufacturers to classify these cigarette look-a-likes as cigars.

## Cigar Brand Black & Mild Sends Free "Smoking Jacket" T-Shirt to Customers



Black & Mild, a cigar brand that is part of the Altria Family, recently sent out "smoking jacket" t-shirts to customers (see image at left). The t-shirt seems to be part of a larger campaign to brand Black & Mild as a sophisticated brand for urban men who are interested in music (jazz, blues) and retro fashion. The Black & Mild website features different fashion items each week. The image below is from the website's "hat" week. This website feature is designed to help customers choose which type of hat "fits" them. The text reads: "The Fedora: It's the perfect lid for riding around in a ragtop on a sunny afternoon with your favorite Black & Mild in hand. Or, with the brim pulled down low for an action-packed night at the club." ♦

