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TOBACCO MARKETING UPDATE

Reducing Youth Exposure to Tobacco Advertising and Promotion

Vapor Lounges Open in Minnesota

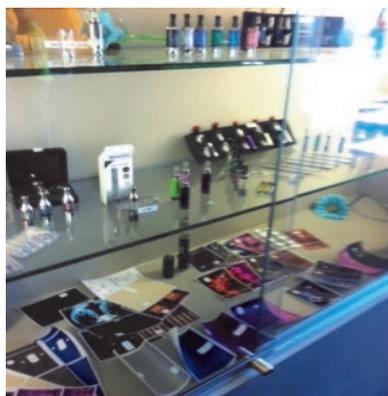
By *CHRIS FARMER-LIES*

The latest trend among electronic cigarette users is retail lounges for selling devices, sampling flavors and vaping indoors. Lounges sell e-cigarettes, accessories and e-juice in dozens of flavors, including tobacco, candy, (for example, gummy bears) drinks (piña colada) and fruit (strawberry). Lounges may also offer snacks and space to socialize.

The flagship product for a lounge is typically some variation of a \$50-100 rechargeable “starter kit,” which includes batteries, cords, cartridges, etc.

Electronic cigarettes are also increasingly available in

convenience stores and gas stations, usually \$5-15 disposable units. Electronic cigarettes are also appearing in tobacco shops.



Electronic cigarette accessories

Most municipalities in Minnesota have not updated their ordinances to recognize these devices as analogous to traditional tobacco

products. Thus, electronic cigarette vendors can operate without the regulations such as regular compliance checks and restrictions on indoor smoking. Most worryingly, restricting sales to minors and placing products behind the counter are not followed by vendors or enforced by municipalities.



A lounge in Uptown Minneapolis

The Demise of Dissolvables



Camel-branded dissolvables

Two major manufacturers of dissolvable tobacco have taken their products off the shelves after ten years on the market. Dissolvables are milled tobacco compressed into a stick, strip or orb and administer as much nicotine as one to three cigarettes.

Star Scientific released Ariva in 2001 and Stonewall in 2003, marketing them as less

harmful alternatives to smoking. Each brand was discontinued in late 2012 because of poor sales and the Family Smoking Prevention & Tobacco Control Act, which prohibited the company from making unfounded safety claims about the products.

R. J. Reynolds (RJR) is also scaling back Camel dissolvables after five years in six test markets.



TOBACCO MARKETING UPDATE

Tobacco Industry Back on the Air



For the first time in more than forty years, a major tobacco company is making its way back to television. R.J. Reynolds will launch a new advertising campaign this September to promote its Vuse electronic cigarettes in Colorado, where the product has been test marketed since July. While most major tobacco companies have acquired existing electronic cigarettes, Vuse is a product of the R.J. Reynolds Vapor Company, a subsidiary.

Unlike previous electronic cigarette commercials, the sixty-second spot does not show the device being used, and portrays electronic cigarettes as “the future” of smoking. Reynolds is notorious for product placement of Winston cigarettes during the golden age of television.



R.J. Reynolds promoted Winston cigarettes in a number of popular television shows

Study Shows Menthol Promotes Youth Tobacco Use

A study from the University at Buffalo, The State University of New York, indicates that youth menthol cigarette use increased in recent years. Using data from the National Survey on Drug Use and Health, the study found that 57% of smokers between 12 and 17 and 45% of 18-25 year olds smoked menthols. In contrast, 30.5% to 32.9% of older smokers use menthol.

The study concluded that the relatively higher menthol use rates among young people have set back efforts to curtail youth tobacco use. Previous studies have also concluded that menthols are more common among youth, and that menthol smokers are more nicotine-dependent than non-menthol smokers. The majority of African-American smokers also use menthols.

Menthol flavoring was exempted from the 2009 Family Smoking Prevention and Tobacco Control Act, unlike other cigarettes with characterizing flavors. The Food and Drug Administration has the authority to regulate menthols, and such regulation is currently under consideration by the agency. The FDA is currently soliciting input on the health effects of menthols. The comment period is open until November 22, 2013.

For more information or to submit comments to the FDA, go to: <http://1.usa.gov/16b6sWc>

Questions or Comments?

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