

OPPOSE

underhanded
TOBACCO
tactics

Little Cigars and Tip Cigars

Small cigars, with or without filters, available in a variety of flavors.



Health Effects:

Same as cigarettes (increased risk of lung cancer, mouth cancer, stroke, heart disease, etc.).

Common Brands:

Black & Mild, White Owl, Swisher Sweets, Happy Hour, Prime Time, Prince Albert

Varieties:

Little Cigars, Cigarillos, Mini Cigars - Smaller cigars with or without filters

Tip / Pipe Cigars - Cigars with plastic or wood-tip filters



What's the Tactic?

- Wide range of flavors create image of fun and lend to impulse buys
- Often packaged in bright or metallic wrappers evoking candy
- These small cigars are as cheap as 25¢ each and they are often sold individually, tempting enough for kids to purchase on impulse.

