**OTP Pricing Template**

When many of us think of tobacco, we think of cigarettes, premium cigars, and maybe chew.

Today, if you walk into a convenience store, you will likely be confronted with a wide range of tobacco products in flavors you never imagined, like wild cherry.

Do you think that grape-flavored mini cigars are really marketed towards adults?

The reality is, today there is a proliferation of tobacco products that don’t fit into our traditional categories.

The aggressively marketed, cheaply priced products need to be seen for what they really are: a deadly, addictive tobacco product. It just doesn’t make sense that little cigars which come in 20 packs and look the same as a cigarette aren’t taxed the same as a cigarette. These “copy cats” sell for less than $3, when your typical pack of smokes sells for $6-$8. Why should these products be treated any differently?

Regardless how it is ingested, there is no safe tobacco product. It is important to stress that these products are harmful and addictive. Our state law has loopholes that are blatantly being exploited by tobacco companies. It just makes sense we’re consistent when it comes to how tobacco is sold and treated in our state.

**Candy Flavors/Environmental Scan Template**

Strawberry. Grape. Cherry. Today’s kids not only see these flavors in their favorite candies, but also in a variety of new flavored-tobacco products designed to hook younger users.

If you find it hard to believe that tobacco products come in candy flavors, take a look for yourself the next time you’re in a convenience store. You’ll likely see products like grape-flavored little cigars displayed prominently—sometimes even next to candy or gum.

As if their kid-tempting flavors weren’t bad enough, these products are also far less expensive than traditional tobacco products. Their cheaper price and candy flavors make these products very appealing to young people. In fact, more than 40% of kids who smoke cigars or cigarettes report using menthol, candy, and fruit flavored products.

Recently the (COALITION NAME) visited convenience stores in (COMMUNITY NAME) to learn more about these products and what we found was shocking. (TALK ABOUT THE RESULTS OF YOUR ENVIRONMENTAL SCAN—PRODUCTS, FLAVORS, ADS, PLACEMENT, ETC.). After these visits, we feel it’s more important than ever to make sure people in the (COMMUNITY NAME) know about the potential harms of these deceptively packaged products.

For more on these candy-flavored tobacco products, or to get involved in local tobacco prevention and control efforts, VISIT/CALL COALITION NAME/CONTACT INFO.