



NEW YORK STATE SENATOR

Charles J. Fuschillo Jr.

## Senator Fuschillo Applauds New Federal Law to Protect Children From Tobacco

CHARLES J. FUSCHILLO JR. September 25, 2009

### ***Sale of Candy and Fruit Flavored Cigarettes Now Prohibited***

State Senator Charles J. Fuschillo, Jr. (8<sup>th</sup> Senate District) applauded a new federal law now in effect which bans the sale of candy and fruit flavored cigarettes, which are undoubtedly more attractive to children.

Senator Fuschillo, who sponsored similar legislation prior to the federal law to ban the sale of flavored cigarettes in New York State, said “Children are a priority of the tobacco industry when it comes to attracting new smokers. Flavoring cigarettes so they taste and have names that sound like candy or other types of sweets is an attempt to make them more enticing to children. Stopping the tobacco companies from targeting children through flavored cigarettes is a critical step. I am pleased the federal government has acted to protect them from the dangers of smoking.”

Flavored cigarettes are made to taste like candy, fruits, or other types of sweets, and have names such as Twista Lime, Kauai Kolada, Warm Winter Toffee, and Winter Mocha Mint. Although flavored cigarettes are marketed as a tastier, sweeter, and softer product, they are just as dangerous and addictive as traditional cigarettes.

Keeping flavored cigarettes out of children’s hands is critical. The American Cancer Society states that almost 90% of all smokers started smoking before the age of 19. According to the Campaign for Tobacco Free Kids, children buy 35.5 million packs of cigarettes in New York State each year. 23,900 children in New York State become addicted to smoking each year.