

# CIGARILLOS

## Same gun, different bullet.

Cigarillo, or little cigar, use among African American young people has increased dramatically although cigarette use has dropped.

The tobacco industry is always working to get new addicts, and young African Americans who smoke Black & Milds and Swisher Sweets are their new unsuspecting target. It's important to know that cigarillos and little cigars are still poisonous. Tobacco in any form can kill.

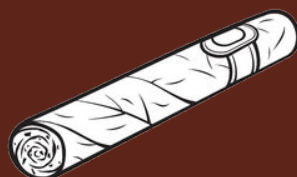
### 1 BLACK PEOPLE SMOKE CIGARILLOS MORE

Cigar smoking isn't reserved for all-white gentlemen's clubs. In fact, African Americans smoke cigars and cigarillos like Black & Mild and Swisher Sweets at a higher rate than other racial groups. In 2015, 11% of African American high school students smoked cigars.



### 2 CIGARILLOS ARE JUST AS ADDICTIVE

Cigars contain nicotine just like cigarettes do. We know that nicotine is extremely addictive and makes tobacco very hard to quit. One full-size cigar contains almost as much nicotine as a pack of cigarettes.<sup>2</sup> That's a lot of nicotine even if you don't smoke cigars daily.



### 3 CIGARILLOS AREN'T PROTECTED

Cigarettes are highly regulated in order to prevent premature deaths. But cigars are not.<sup>3</sup> They are cheaper, sold as singles, and made with sweet flavors in order to be more attractive. And it's working on African Americans.



### 4 CIGARILLOS ARE HEAVILY MARKETED

This is especially true in low-income communities. In fact, cigars, cigarillos and little cigars are advertised more heavily in African American neighborhoods.<sup>4</sup> They are even cheaper in African American communities.



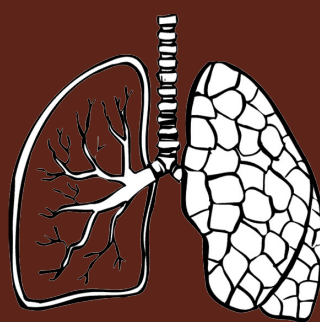
### 5 CIGARILLOS ARE USED FOR BLUNTS

Many young people who purchase cigars and little cigars use the cigar wrappers to roll marijuana. Nearly 50% of high school students who have recently smoked cigars have also recently smoked a blunt.<sup>5</sup>



### 6 CIGARILLOS ARE SMOKED LIKE CIGARETTES

Many cigar smokers tend to puff cigars without inhaling. In addition, they may only use them only on particular occasions. However, research shows that teenagers and young adults now treat cigars like cigarettes inhaling deeply and smoking them more frequently.<sup>6</sup>



### 7 CIGARILLOS STILL CAUSE CANCER

Don't believe the hype. "Freaking" a cigarillo, or removing the inner layer, binder, or "cancer paper" does not make smoking<sup>7</sup> safer. Cigarillos contain the same toxic chemicals as cigarettes. It's not the paper that causes cancer. It's smoking. There is no safe form of tobacco.



IT'S TIME ENERGIZE THE MOVEMENT

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