

I am writing to strongly support HB3090, which prohibits distributing, selling, attempting to sell or allowing to be sold flavored inhalant delivery system product or flavored tobacco product in this state.

Over 2.5 million kids use e-cigarettes, and 85% of them use flavored products. E-cigarette companies lure kids with fun flavors and hook them with massive doses of nicotine. The big issue regarding flavored vaping products is the amount of nicotine they contain is skyrocketing and the price per oz of nicotine is decreasing. So now you have ElfBar 5000 and other high-volume flavored nicotine products, which is like carrying 2 or 3 cigarette *cartons* in your purse or pocket. There is only one purpose in designing these products: addict children and youth on nicotine so that most will be hooked on buying product for the rest of their lives.

For decades, the tobacco industry has targeted Black communities, kids and other groups with marketing for menthol cigarettes. Today, 85% of Black smokers and 41% of high school smokers use menthol cigarettes – which are more addictive, easier for kids to start using, and harder for smokers to quit.

Passing HB3090 will help protect our children from these predatory tactics, which the tobacco industry has used for over a century to make money and leave disease and death in its wake.

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