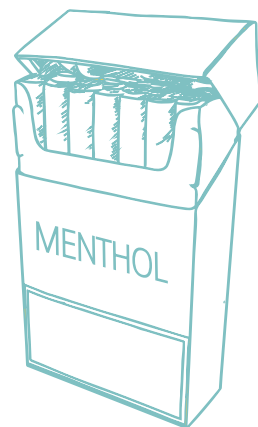




2021 FLAVORED TOBACCO PROHIBITION LEGISLATION




HB 134 & SB 177

What This Bill Does

This legislation prohibits the sale of flavored tobacco products by state-licensed tobacco retailers.

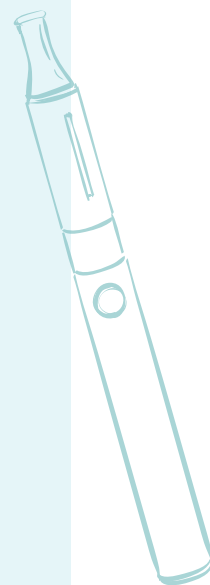
Why This Bill Matters



Flavored tobacco products are the most harmful tobacco products, in large part because Big Tobacco uses flavored products as its primary path to addicting our youth as new smokers.

- **80% of young people who have ever used tobacco start with a flavored product**
- **23% of Maryland high school students now use e-cigarettes**
- **70% of young Black smokers use menthol cigarettes**

By allowing flavored tobacco to create a new generation of smokers, we ensure illness and death will impact thousands of Marylanders each year in the decades ahead. Right now, **7,500 Marylanders die each year from Tobacco-related illnesses, costing Marylanders \$2.7 billion in healthcare every year.**



Summary of Impacts Analyzed by the Maryland Center on Economic Policy

Revenue

The fiscal impact of 2020's tobacco tax legislation, if enacted by the General Assembly in 2021 via veto override, paired with legislation prohibiting flavored tobacco products, is **an estimated net increase of \$41 million in annual revenue**.

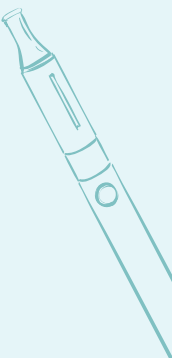
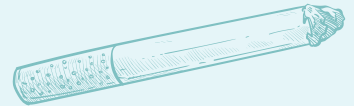
The decline in smoking created by a flavored tobacco prohibition also creates significant personal savings in the health care costs for the thousands of Marylanders afflicted with tobacco related illnesses each year.



Health

Tobacco industry documents show a pattern of "highly targeted menthol cigarette marketing" to persons of color, particularly Black communities, since the 1960s that continues to this day. The impact of this targeted attempt to create addiction is stark. **85% of Black smokers, 57% of Asian smokers, and 50% of Hispanic smokers use menthol cigarettes, compared to just 29% of white smokers.**

The public health impact of curbing menthol use would be significant for Black smokers, especially Black men. **Today, Black men are more likely to die of lung cancer than any other demographic in Maryland, and suffer heart disease at a rate 56% higher than white Marylanders.**



Economy

There are approximately 385 jobs at e-cigarette specific retailers in Maryland. **This legislation does not impact the sale of unflavored e-cigarettes**, meaning it is unlikely all e-cigarette retail jobs will be affected by a prohibition on flavored e-cigarettes. Regardless, these **jobs represent less than one-tenth of one percent of private-sector jobs statewide**, a one-time figure that pales in comparison to the 7,500 lives lost every year to tobacco-related illnesses. Moreover, on average these jobs pay less than the federal poverty line for a family of four (\$25,750).

For retailers who carry flavored tobacco products as part of a broader retail base, such as convenience stores, evidence shows reduced tobacco use does not materially impact their profitability. **A study of tobacco tax increases in all states over a 13 year period found no decline in convenience stores after tobacco tax increases.**

