



**House Economic Matters Committee
March 4, 2026**

House Bill 1282 - Tobacco Products, Other Tobacco Products, and Electronic Smoking Devices - Advertising to Minors – Prohibition

Support

NCADD Maryland supports House Bill 1282. Several research studies have proven that young people are particularly vulnerable to tobacco advertising, with evidence linking exposure to a higher likelihood of young non-smokers starting smoking in the future.¹ While the Master Settlement Agreement of 1998 restricts the forms of advertising in this bill for combustible tobacco products, there is no such agreement for electronic smoking devices and other non-combustible tobacco products. As a result, tobacco companies are advertising vapes, frequently using youth-appealing imagery, bright colors, fun flavor descriptions, and toy-like packaging.²

In 2024, two e-cigarette brands (JUUL, Vuse) and one oral nicotine pouch brand (Velo) spent a combined total of over \$4.7 million on seven ad campaigns, with 19% of the runtime airing on primetime television (weeknights from 7-10pm).³ These television ads included young models, animations, and music while emphasizing e-cigarette flavors and themes of self-expression and social acceptance. All themes that youth are very receptive to and encourage tobacco product uptake. This bill will help to put a stop to such predatory industry tactics.

We urge a favorable report on House Bill 1282.

¹ <https://www.tobaccotactics.org/article/tobacco-industry-targeting-young-people/>

² <https://truthinitiative.org/research-resources/tobacco-industry-marketing/4-marketing-tactics-e-cigarette-companies-use-target>

³ <https://truthinitiative.org/research-resources/tobacco-industry-marketing/tv-ads-e-cigarettes-and-nicotine-pouches-show-youth>