



THE RISE OF CIGARS AND CIGAR-SMOKING HARMS

Although cigarette smoking has declined, total consumption of cigars in the United States has increased dramatically since 1993, reversing a decline in consumption that had persisted for most of the twentieth century.¹ Between 2000 and 2017, for example, cigar consumption increased by 116 percent while cigarette consumption declined by 43 percent.² Unfortunately, many mistakenly believe that cigars are not harmful, but, in fact, cigars are addictive and harmful and are often marketed in a wide variety of kid-friendly flavors.

Health Harms to Users from Cigar Smoking. The U.S. Food and Drug Administration concluded that “all cigars pose serious negative health risks” and that “all cigar use is harmful and potentially addictive.”³ Each year, about 9,000 Americans die prematurely from regular cigar use.⁴ Cigar smoke is composed of the same toxic and carcinogenic constituents found in cigarette smoke.⁵ According to the National Cancer Institute’s Monograph No. 9, smoking cigars causes serious health consequences.⁶ For example:

- > Cigar smoking causes cancer of the oral cavity, larynx, esophagus, and lung.⁷
- > Daily cigar smokers, particularly those who inhale, have an increased risk of heart disease and chronic obstructive pulmonary disease (COPD).
- > Cigar smokers are at increased risk for an aortic aneurysm.
- > Cigar smokers have higher rates of lung cancer, heart disease, and lung disease than nonsmokers.
- > Male cigar smokers are up to eight times more likely than nonsmokers to die from oral cancer and ten times more likely to die from laryngeal cancers.

The health risks from cigar smoking varies by level of exposure (number of cigars smoked, how often, degree of inhalation), and by whether the cigar smoker is a primary (current, exclusive cigar smoker with no prior history of cigarette or pipe smoking) or secondary (current, exclusive cigar smoker with prior history of cigarette or pipe smoking) cigar smoker.⁸

- > According to a recent study, “all cigar products delivered significant and addictive quantities of nicotine and CO [carbon monoxide].”⁹
- > Compared to never smokers, people who had exclusively ever smoked cigars had a higher risk of developing tobacco-related cancer, particularly lung cancer and head and neck cancers.¹⁰
- > For primary cigar smokers, higher smoking intensity (more cigars per day) and greater inhalation are associated with greater risks for oral, esophageal, laryngeal, and lung cancers.¹¹
- > Overall, exclusive cigar smokers had higher risks for all-cause mortality compared to never tobacco users.¹²
- > While many believe that cigars are not harmful because cigar smoke is not inhaled, studies have shown that some cigar smokers do inhale, thereby absorbing smoke into their lungs and bloodstream and depositing smoke particles in their lungs as well as their stomachs and digestive tract.¹³
- > All cigar smokers, whether they inhale or not, expose their lips, tongue and throat to smoke and its toxic and cancer-causing chemicals.¹⁴
- > Some youth and adult users smoke “small” or “little” cigars with full inhalation, just like cigarettes.¹⁵
- > A study that examined National Health and Nutrition Examination Survey (NHANES) data from 1999-2012 found that cigar smokers have higher concentrations of several toxic and carcinogenic substances than nontobacco users. Among daily cigar smokers, researchers also found concentrations of NNAL, a known lung carcinogen, comparable with those concentrations found in daily cigarette smokers.¹⁶

Harms from Secondhand Cigar Smoke. Because of their size, cigars can produce even more secondhand smoke than cigarettes and can contain higher levels of some toxins than cigarettes.¹⁷ A person smoking a

regular cigar creates much more air pollution than a cigarette smoker. But even in equal amounts, cigar smoke contains substantially higher levels of carbon monoxide and other toxins than cigarette smoke. At the same time, to the extent that cigar smoke is not inhaled as deeply as cigarette smoke, secondhand cigar smoke is also less “filtered” than secondhand cigarette smoke before bystanders are exposed to it.¹⁸

Cigar Smoking among Youth and Young Adults. In the United States, while cigarette smoking has declined rapidly, particularly in the last five years, cigar smoking has declined much more slowly. Importantly, cigar smoking is not limited to adults; more than one million high school students currently use cigars.¹⁹

- > In 2017, 7.7 percent of high school students reported smoking cigars in the past 30 days. This rate has not changed significantly since 2014.
- > High school boys smoke cigars at a higher rate than cigarettes (9.0% for cigars and 7.6% for cigarettes).^{20*}
- > African-American high school students smoke cigars at more than twice the rate of cigarettes (7.8% for cigars and 2.8% for cigarettes).^{21*}
- > Each day, more than 1,900 kids under 18 years old try cigar smoking for the first time.²²
- > Cigar smoking by high school boys equals or surpasses cigarette smoking in more than 30 states.²³
- > In 2014, 13.1 percent of high school cigar smokers and 13.2 percent of middle school cigar smokers smoked cigars on at least 20 of the preceding 30 days, which is considered frequent use. This amounts to an estimated 170,000 middle and high school students who were frequent cigar smokers.²⁴
- > In 2014, 77.3 percent of high school and middle school students who reported using cigars on 1-5 days in the past 30 days, reported using at least one additional tobacco product in the previous 30 days.²⁵
- > In 2017, 12.3 percent of high school students currently smoked cigarettes or cigars.²⁶
- > Black & Mild is one of the most popular cigar brands among 12-17 year olds.²⁷ They are made by John Middleton, Inc., which is owned by Altria, the parent company of Philip Morris USA (makers of Marlboro, the most popular cigarette brand among 12-17 year olds^{28, 29}).
- > The only national survey that shows rates of cigar smoking by product type is the Monitoring the Future (MTF) survey. In 2017, 6.6 percent of 12th graders, 3.0 percent of 10th graders, and 1.6 percent of 8th graders used regular little cigars or cigarillos in the past 30 days. Use of large cigars in the past 30 days was 5.6 percent among 12th graders, 2.6 percent among 10th graders, and 1.5 percent among 8th graders.³⁰
- > In the 2013-2014 National Adult Tobacco Survey (NATS), 8.9 percent of young adults (18-24 year olds) reported using cigar products “every day,” “some days,” or “rarely,” compared to 4.6 percent of older adults (45-64 year olds). Overall, 5.4 percent, or 12.6 million, of adults reported using cigar products “every day,” “some days,” or “rarely.”³¹

Cigars with Kid-Friendly Flavors.³² The 2012 Surgeon General’s report, *Preventing Tobacco Use Among Youth and Young Adults*, highlights the need to address flavored cigars, particularly because cigar manufacturers have manipulated flavored cigarettes to become flavored cigars to circumvent the ban on flavored cigarettes in the Family Smoking Prevention and Tobacco Control Act.³³

Cigars are marketed in a range of flavors that are attractive to kids, such as candy, fruit and chocolate.³⁴ “Candy-flavored” is an appropriate descriptor, given a recent chemical analysis showing that the same flavor chemicals used in sweet-flavored cigars of various sizes are also used in popular candy and drink products such as LifeSavers, Jolly Ranchers, and Kool-Aid.³⁵ According to Nielsen market data, dollar sales of flavored cigar products increased by 46.5 percent between 2008 and 2015, and the number of unique cigar

* Prevalence data are from CDC’s and FDA’s 2017 National Youth Tobacco Survey (NYTS). Cigars are defined as cigars, cigarillos or little cigars. The 2017 Youth Risk Behavior Survey (YRBS) found that 8.0 percent of high school students currently smoke cigars, with 10.5% of high school boys currently smoking cigars compared to 9.8% of high school boys smoking cigarettes. Among African-American high school students, the YRBS reported 7.4% currently smoking cigars compared to 4.4% who report currently smoking cigarettes. (CDC, “Youth Risk Behavior Surveillance — United States, 2017,” *MMWR* 67(SS-8), June 15, 2018.)

flavor names more than doubled, from 108 to 250, over this same time period.³⁶ Flavored cigars made up more than half of the total cigar market (52.1%) in 2015.³⁷

The top five most popular cigar brands among 12- to 17-year olds who have used cigars – Swisher Sweets, Black & Mild, Backwoods, White Owl, and Dutch Masters – all come in flavor varieties.³⁸ For example, Black & Mild cigars come in flavors such as apple and cherry; Swisher Sweets comes in a wide variety of flavors such as tropical fusion, Maui pineapple, twisted berry, cherry dynamite, and banana smash; and White Owl has flavors such as mango, tropical twist, strawberry kiwi, and peach.

Nielsen convenience store market scanner data also show an increasing number of products with names that do not explicitly identify a flavor, such as Swisher’s “Wild Rush” and Altria’s “Jazz,” even though they are flavored. From 2012 to 2016, the proportion of all cigar sales comprised by these products (which researchers call “concept flavors”) increased from 9 percent to 15 percent. The increase was greatest among cigarillos, among which the number of unique concept flavors more than doubled, from 17 to 46.³⁹

- > The 2013-2014 Population Assessment of Tobacco and Health (PATH) study found that 65.4 percent of 12-17 year olds who had ever smoked cigars smoked a flavored cigar the first time they tried the product, and 71.7 percent of current youth cigar smokers had used a flavored product in the last month.⁴⁰ Additionally, 73.8 percent of current youth cigar smokers said they smoked cigars “because they come in flavors I like.”⁴¹
- > Similarly, the 2014 National Youth Tobacco Survey (NYTS) found that 63.5 percent of middle and high school cigar smokers—a total of 910,000 youth—had smoked a flavored cigar in the past month.⁴²
- > Youth and young adults prefer cigar brands that come in a variety of flavors, and preference for flavored products decreases significantly with age (95% of 12-17 year old cigar smokers report use of a usual brand that makes flavored cigars compared with 63% of cigar smokers aged 35 and older).⁴³ For example, Swisher Sweets products, including cigarillos and blunts, come in flavors such as chocolate and strawberry, and national survey data show that Swisher Sweets is one of the most popular cigar brands among youth aged 12-17.⁴⁴
- > Data from the 2009-2010 NATS suggest that flavored cigar products are driving cigar use among adults. With few exceptions, use of flavored cigars among adult cigar smokers is highest among those groups with the highest overall cigar use rates, including young adults aged 18-24 (57.1%), income below \$20,000 (51.7%), and non-Hispanic others (62.4%).⁴⁵
- > Data from the 2009-2010 NATS indicate that use of flavored cigars decreases with age. Flavored cigar use among cigar smokers was 57.1 percent among 18-24 year olds, 43.2 percent among 25-44 year olds, 28.9 percent among 45-64 year olds and 13.4 percent among those ages 65 and older.⁴⁶

Cigars are Under Taxed & Less Restricted. The federal government and almost all of the states compound these problems by under-taxing cigars compared to cigarettes, often making smaller cigars a less-expensive alternative to cigarettes. Moreover, many laws and restrictions pertaining to cigarettes – such as federal laws banning flavored cigarettes, blocking illegal Internet sales, and restricting cigarette marketing – do not apply to cigars.[†] There had been several proposals to equalize the federal excise tax rate on cigars by Congress and in the President’s Budgets, but none were successful. In May 2015, FDA issued its final rule to regulate all tobacco products, including all cigar types, which went effect in early August 2016.

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¹ National Cancer Institute (NCI), *Cigars: Health Effects and Trends. Smoking and Tobacco Control Monograph No. 9*, 1998, http://cancercontrol.cancer.gov/Brp/tcrb/monographs/9/m9_complete.pdf. Economic Research Service, U.S. Department of Agriculture (USDA). U.S. Alcohol and Tobacco Tax and Trade Bureau (TTB), Tobacco Statistics.

² TTB, Tobacco Statistics.

³ 81 Federal Register 29020, 29022 (May 10, 2016).

⁴ Nonnemaker, J, et al., “Mortality and Economic Costs from Regular Cigar use in the United States, 2010,” *American Journal of Public Health* 104(9):e-86-91, September 2014.

⁵ NCI, *Cigars: Health Effects and Trends*, 1998. Chang, CM, et al., “Systematic review of cigar smoking and all cause and smoking related mortality,” *BMC Public Health*, doi 10.1186/s12889-015-1617-5, 2015.

[†] Some cigarettes also enjoy the lower taxes and fewer restrictions placed on cigars by taking advantage of loopholes in the “cigarette” and “cigar” definitions in federal and state laws and masquerading as “little cigars” or “filtered cigars.”

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