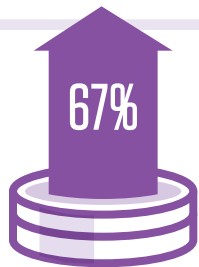


# New Pathways to Tobacco Addiction

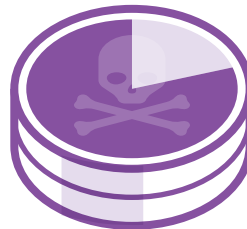
Evolving challenges require new approaches in tobacco prevention.

## Addictive products tempt youth



### More youth are trying smokeless.

Smokeless tobacco use among Wisconsin youth increased **67%** from 2012 to 2014.



### Addiction begins early.

More than **80%** of smokeless tobacco users first tried it before turning 21.



### Hidden chemicals.

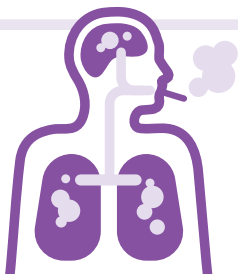
Candy-flavored cigars and cigarillos contain the same toxic and carcinogenic compounds found in cigarettes.



### Youth fall for flavors.

Popular flavors like bubble gum, cotton candy and fruit punch are hooking kids.

1 out of 3 youth tried e-cigarettes because they tasted good.



### Damaging consequences.

Nicotine slows brain development in adolescents. And two chemicals found in some e-cigarettes—diacetyl and 2,3-pentanedione—have been shown to cause irreparable lung disease.

