

Cigarillos

Little cigars, big danger



Cigarillos and small or little cigars* are cheap, flavored tobacco products with brand names such as Black & Mild and Swisher Sweets. But lower prices and candy flavors don't make them safer. In fact, cigarillos are just as dangerous as cigarettes, and they're marketed to specific groups to get them hooked on tobacco.

Cigarillos are just as harmful as cigarettes.



Cigar smoking is linked to many of the same diseases cigarettes are: cancer of the mouth, esophagus, larynx, and lungs.¹



Cigar smoke contains higher levels of carbon monoxide, ammonia, and tar than cigarette smoke.¹



Cigarillos contain similar and sometimes higher levels of nicotine than cigarettes, making them addictive.²

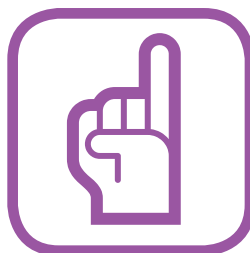


Cigarillo wrappers are sometimes hollowed out and turned into marijuana blunts laced with nicotine, causing greater dependence on both drugs.³

Cigarillos have weaker regulations than cigarettes.



Cigarillos are taxed at a lower rate than cigarettes, making them much cheaper.



Unlike cigarettes, cigarillos can be sold in singles, making them an easy entry to long-term tobacco use.



Cigarillos can be sold in front of the counter, making them easier to access and sending the false message that they are less harmful than cigarettes.

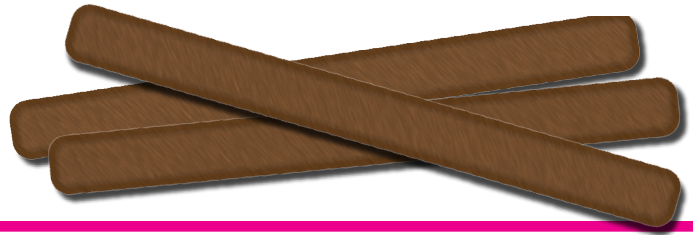


Cigarillo advertising regulations are lax. Marketing efforts can include social media, celebrity spokespeople, and branded gear.

*Cigarillos, small cigars, and little cigars may have small differences that are not clearly classified. To simplify, this factsheet uses the term "cigarillo." Many studies include all these products under the umbrella term "cigars," which is reflected in some data points.

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The tobacco industry targets African Americans and youth.

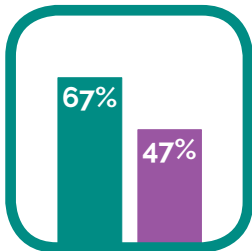
African Americans



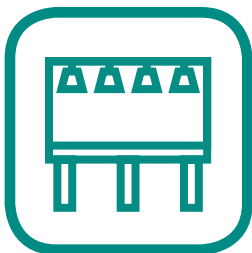
In both adult and youth populations, cigars and cigarillos are used most by African Americans.¹



In Milwaukee, retailers in **Black neighborhoods** are almost twice as likely to sell single cigarillos than those in **White neighborhoods**.⁵

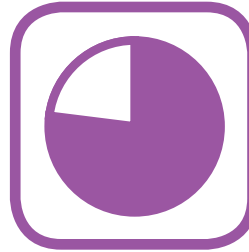


In Milwaukee, retailers in **Black neighborhoods** are more likely to sell cigarillos for under \$1 than retailers in **White neighborhoods**.⁵



In Milwaukee, Black neighborhoods have the highest rate of outdoor marketing for cigarillos.⁵

Youth



Over **80% of youth** who have ever used tobacco started with a flavored product.⁴



Cigarillos come in sweet flavors and candy-colored packaging to attract teens.⁴



In Wisconsin, retailers sell cigarillos to minors more than any other tobacco product.⁶



In Wisconsin, more than **1 in 4 retailers** sold tobacco products (including cigarillos) within 12 inches of youth products like toys and candy.⁶

To take action in your community, contact your local coalition: tinyurl.com/yynzg2ys

References

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