



Misconceptions of Little Cigars

- The two leading brands favored by cigar smokers ages 12 or older are Black and Milds (22.8%) and Swisher Sweets (14.4%).
- African Americans (35.6%) and Latinos (46.6%) are more likely to smoke Black and Milds than whites (13.3%).
- To some young adults, little cigars are more culturally tied to hip hop and are felt to represent status.



After cigarette smoking, cigar smoking is the second most common form of tobacco use among youth. Little Cigars are appealing to youth because:

- They are sold as singles and/or in small packs at prices much cheaper than cigarettes.
- They come in a variety of explosive candy flavors.
- When mixed with marijuana, the cigar tobacco in little cigars serves as a method to mask the bitter smell of burning marijuana.



Incorrect or insufficient knowledge about the health risks from smoking little cigars can lead to greater use of these products. These misconceptions include:

- Cigar smokers do not inhale.
 - **FACT:** Little cigars are more likely to be inhaled and smoked like cigarettes. The risk of lung cancer and other smoking-related diseases increases with more frequent cigar smoking and deeper inhalation.
- Cigars do not contain nicotine; therefore, they are not addictive.
 - **FACT:** Cigars contain MORE nicotine than cigarettes.
 - (Cigarettes: 8.5 mg/ Cigars: 100-200 mg)
- "Freaking" the Black and Mild, or removing the filter ("cancer paper"), makes the product less hazardous.
 - **FACT:** Immediate harms of cigar smoking include tooth decay, bad breath, and decreased sperm count in men. In pregnant women, it causes increased incidence of fetal loss and low birth weight.

