



## THE RISE OF CIGARS AND CIGAR-SMOKING HARMS

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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.<sup>1</sup> Between 2000 and 2015, for example, cigar consumption increased by 100 percent while cigarette consumption declined by 40 percent.<sup>2</sup> 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.** Each year, about 9,000 Americans die prematurely from regular cigar use.<sup>3</sup> Cigar smoke is composed of the same toxic and carcinogenic constituents found in cigarette smoke.<sup>4</sup> According to the National Cancer Institute's Monograph No. 9, smoking cigars causes serious health consequences.<sup>5</sup> For example:

- > Cigar smoking causes cancer of the oral cavity, larynx, esophagus, and lung.<sup>6</sup>
- > 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.<sup>7</sup>

- > 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.<sup>8</sup>
- > 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.<sup>9</sup>
- > All cigar smokers, whether they inhale or not, expose their lips, tongue and throat to smoke and its toxic and cancer-causing chemicals.<sup>10</sup>
- > Some youth and adult users smoke "small" or "little" cigars with full inhalation, just like cigarettes.<sup>11</sup>
- > A recent 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.<sup>12</sup>

**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.<sup>13</sup> 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.<sup>14</sup>

**Cigar Smoking among Youth and Young Adults.** While cigarette smoking has been gradually declining in the United States, cigar smoking has remained relatively stable. Importantly, cigar smoking is not limited to adults; one in ten high school students currently use cigars.<sup>15</sup>

- > In 2015, 10.3 percent of high school students reported smoking cigars in the past 30 days. Moreover, high school boys smoked cigars at a slightly higher rate than cigarettes (14.0% for cigars and 11.8% for cigarettes).<sup>16\*</sup>
- > African-American high school students smoke cigars at almost twice the rate of cigarettes (11.0% for cigars and 6.5% for cigarettes).<sup>17\*</sup>
- > Each day, more than 2,100 kids under 18 years old try cigar smoking for the first time.<sup>18</sup>
- > Cigar smoking by high school boys equals or surpasses cigarette smoking in a majority of states (32 states).<sup>19</sup>
- > 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.<sup>20</sup>
- > 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.<sup>21</sup>
- > A survey of youth and young adult found that the most commonly paired tobacco products among dual users are cigarettes and little cigars.<sup>22</sup> In 2015, 16 percent of high school students currently smoked cigarettes or cigars.<sup>23</sup>
- > Black & Mild cigar products are the most popular brand among 12-17 year olds.<sup>24</sup> 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<sup>25</sup>).<sup>26</sup>
- > The only national survey that shows rates of cigar smoking by product type is the Monitoring the Future (MTF) survey. In 2015, 7.8 percent of 12<sup>th</sup> graders, 3.8 percent of 10<sup>th</sup> graders, and 3.3 percent of 8<sup>th</sup> graders used regular little cigars in the past 30 days. These rates were slightly higher than the 2014 rates for 8<sup>th</sup> and 12<sup>th</sup> graders. Use rates of large cigars in the past 30 days also increased between 2014 and 2015 for 8<sup>th</sup> and 12<sup>th</sup> graders – from 1.9 percent in 2014 to 2.4 percent in 2015 among 8<sup>th</sup> graders and from 6.4 percent to 7.0 percent among 12<sup>th</sup> graders.<sup>27</sup>
- > In the 2013-2014 National Adult Tobacco Survey, 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.”<sup>28</sup>

**Cigars with Kid-Friendly Flavors.** 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.<sup>29</sup>

Cigars are marketed in a range of flavors that are attractive to kids, such as candy, fruit and chocolate.<sup>30</sup> “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.<sup>31</sup> 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 flavor names more than doubled, from 108 to 250, over this same time period.<sup>32</sup> Flavored cigars made up more than half of the total cigar market (52.1%) in 2015.<sup>33</sup>

- > 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.<sup>34</sup> Additionally, 73.8 percent of current youth cigar smokers said they smoked cigars “because they come in flavors I like.”<sup>35</sup>

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\* Prevalence data are from CDC’s 2015 Youth Risk Behavior Survey. Cigars are defined as cigars, cigarillos or little cigars. The 2015 National Youth Tobacco Survey (NYTS) found that 8.6 percent of high school students currently smoke cigars, with 11.5% of high school boys currently smoking cigars compared to 10.7% of high school boys smoking cigarettes. Among African-American high school students, the NYTS 12.8% reported currently smoking cigars compared to 5.7% who report currently smoking cigarettes. (CDC, *MMWR* 65(14), April 15, 2016.) The CDC continues to use the YRBS as its main measure of trends.

- > 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.<sup>36</sup>
- > 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).<sup>37</sup> 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 the second most popular cigar brand among youth aged 12-17.<sup>38</sup>
- > Available state surveys show similar patterns:
  - Data from the 2015 Florida Youth Tobacco Survey show that 71 percent of current high school cigar smokers use flavored cigars.<sup>39</sup>
  - The 2013 Maryland Tobacco and Risk Behavior Survey showed that nearly three-quarters (71.9%) of underage high school cigar smokers used flavored cigars.<sup>40</sup>
- > Data from the National Adult Tobacco Survey 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%).<sup>41</sup>
- > Data from the National Adult Tobacco Survey 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.<sup>42</sup>

**Cigars are Under Taxed & Less Restricted.** The federal government and almost all of the states compound these problems by sharply 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.<sup>†</sup> There have been several proposals to equalize the federal excise tax rate on cigars by Congress and in the President’s Budgets, but none have been 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.

**Campaign for Tobacco-Free Kids, May 19, 2017 / Ann Boonn**

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<sup>1</sup> 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](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.

<sup>2</sup> TTB, Tobacco Statistics.

<sup>3</sup> 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.

<sup>4</sup> 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.

<sup>5</sup> NCI, *Cigars: Health Effects and Trends*, 1998. See also, Baker, F, et al., “Health Risks Associated with Cigar Smoking,” *Journal of the American Medical Association* 284(6):735-740, 2000.

<sup>6</sup> See also, Shapiro, JA, Jacobs, EJ, Thun, MJ, “Cigar Smoking in Men and Risk of Death From Tobacco-Related Cancers,” *Journal of the National Cancer Institute*, 92(4):333-7, February 16, 2000.

<sup>7</sup> 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.

<sup>8</sup> 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.

<sup>9</sup> See, e.g., Rodriguez, J, et al., “The Association of Pipe and Cigar Use with Cotinine Levels, Lung Function, and Airflow Obstruction: A Cross-sectional Study,” *Annals of Internal Medicine* 152:201-210, 2010; McDonald, LJ, et al, “Deposition of Cigar Smoke Particles in the Lung: Evaluation with Ventilation Scan Using <sup>99m</sup>Tc-Labeled Sulfur Colloid Particles,” *Journal of Nuclear Medicine* 43:1591-1595, 2002. 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.

<sup>10</sup> NCI, *Cigars: Health Effects and Trends*, 1998.

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<sup>†</sup> 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.”

- <sup>11</sup> Baker, F, et al., "Health Risks Associated With Cigar Smoking," *Journal of the American Medical Association* 284(6):735-740, 2000. Jolly, DH, "Exploring the use of little cigars by students at a historically black university," *Preventing Chronic Disease* 5(3):1-9, July 2008, [http://www.cdc.gov/pcd/issues/2008/jul/07\\_0157.htm](http://www.cdc.gov/pcd/issues/2008/jul/07_0157.htm).
- <sup>12</sup> Chen, J, et al., "Biomarkers of Exposure among U.S. Cigar Smokers: An Analysis of 1990-2012 National Health and Nutrition Examination Survey (NHANES) Data," American Association for Cancer Research, 2014.
- <sup>13</sup> NCI, *Cigars: Health Effects and Trends*, 1998.
- <sup>14</sup> NCI, *Cigars: Health Effects and Trends*, 1998 at chapters 3 and 5. Rodriguez, J, et al., *Annals of Internal Medicine* 152:201-210, 2010.
- <sup>15</sup> U.S. Centers for Disease Control & Prevention (CDC), "Youth Risk Behavior Surveillance—United States, 2015," *Morbidity and Mortality Weekly Report (MMWR)* 65(SS-6), June 10, 2016.
- <sup>16</sup> CDC, *MMWR* 65(SS-6), June 10, 2016.
- <sup>17</sup> CDC, *MMWR* 65(SS-6), June 10, 2016.
- <sup>18</sup> Substance Abuse and Mental Health Services Administration (SAMHSA), HHS, *Results from the 2015 National Survey on Drug Use and Health, NSDUH: Detailed Tables*, 2016. <http://www.samhsa.gov/data/sites/default/files/NSDUH-DET-Tabs-2015/NSDUH-DET-Tabs-2015/NSDUH-DET-Tabs-2015.pdf>. Cigars are defined as cigars, cigarillos or little cigars.
- <sup>19</sup> The 32 states are: Alabama, Arizona, California, Colorado, Delaware, Florida, Georgia, Idaho, Illinois, Kansas, Kentucky, Louisiana, Maine, Maryland, Massachusetts, Michigan, Minnesota, Mississippi, Missouri, Montana, Nevada, New Hampshire, New Mexico, North Dakota, Pennsylvania, Rhode Island, South Carolina, South Dakota, Tennessee, Vermont, Virginia, and Wyoming. CDC, *MMWR* 65(SS-6), June 10, 2016. 2015 Florida Youth Tobacco Survey, [http://www.floridahealth.gov/statistics-and-data/survey-data/fl-youth-tobacco-survey/\\_documents/2015-state/index.html](http://www.floridahealth.gov/statistics-and-data/survey-data/fl-youth-tobacco-survey/_documents/2015-state/index.html). GA, KS, LA are from 2013 YRBS (most recent available): CDC, *MMWR* 63(SS-4), June 13, 2014.
- <sup>20</sup> CDC, "Frequency of Tobacco Use Among Middle and High School Students — United States, 2014," *MMWR* 64(38):1061-1065, October 2, 2015. (NYTS data)
- <sup>21</sup> CDC, *MMWR* 64(38):1061-1065, October 2, 2015. (NYTS data)
- <sup>22</sup> Soneji, S, Sargent, J, & Tanski, S, "Multiple tobacco product use among US adolescents and young adults," *Tobacco Control* [Epub ahead of print], October 31, 2014.
- <sup>23</sup> CDC, *MMWR* 65(SS-6), June 10, 2016.
- <sup>24</sup> U.S. Department of Health and Human Services (HHS), SAMHSA Center for Behavioral Health Statistics and Quality, *National Survey on Drug Use and Health*, 2014. ICPSR36361-v1, Ann Arbor, MI: Inter-university Consortium for Political and Social Research [distributor], 2016-03-22, <http://doi.org/10.3886/ICPSR36361.v1>.
- <sup>25</sup> HHS, SAMHSA Center for Behavioral Health Statistics and Quality, *National Survey on Drug Use and Health*, 2014. ICPSR36361-v1, Ann Arbor, MI: Inter-university Consortium for Political and Social Research [distributor], 2016-03-22, <http://doi.org/10.3886/ICPSR36361.v1>.
- <sup>26</sup> Philip Morris USA, "Altria Group, Inc. Completes Acquisition of John Middleton, Inc.," Press Release, December 11, 2007. SAMHSA, Analysis of data from the 2013 *National Survey on Drug Use and Health*.
- <sup>27</sup> Monitoring the Future (MTF), "Table 3: Trends in 30-Day Prevalence of Use of Various Drugs in Grades 8, 10, and 12," 2015 Data from In-School Surveys of 8th-, 10th-, and 12th-Grade Students, <http://www.monitoringthefuture.org/data/15data/15drtbl3.pdf>. MTF, "Cigarillo use increases estimates of teen smoking rates by half," December 16, 2015. [http://www.monitoringthefuture.org/pressreleases/15cigarillopr\\_complete.pdf](http://www.monitoringthefuture.org/pressreleases/15cigarillopr_complete.pdf).
- <sup>28</sup> Hu, SS, et al., "Tobacco Product Use Among Adults — United States, 2013–2014," *MMWR* 65(27):685-691, July 15, 2016, <https://www.cdc.gov/mmwr/volumes/65/wr/pdfs/mm6527a1.pdf>.
- <sup>29</sup> HHS, *Preventing Tobacco Use Among Youth and Young Adults, A Report of the Surgeon General*, 2012, <https://www.surgeongeneral.gov/library/reports/preventing-youth-tobacco-use/>.
- <sup>30</sup> See, e.g., Lewis, M, et al., "Dealing with an Innovative Industry: A Look at Flavored Cigarettes Promoted by Mainstream Brands," *American Journal of Public Health* 96(2), February 2006.
- <sup>31</sup> Brown, JE, et al., "Candy Flavorings in Tobacco," *New England Journal of Medicine*, DOI: 10.1056/NEJMc1403015, May 7, 2014, <http://www.nejm.org/doi/full/10.1056/NEJMc1403015>.
- <sup>32</sup> Delnevo, CD, Giovenco, DP, & Miller, EJ, "Changes in the Mass-merchandise Cigar Market since the Tobacco Control Act," *Tobacco Regulatory Science*, 3(2 Suppl 1):S8-S16, 2017.
- <sup>33</sup> Delnevo, CD, Giovenco, DP, & Miller, EJ, "Changes in the Mass-merchandise Cigar Market since the Tobacco Control Act," *Tobacco Regulatory Science*, 3(2 Suppl 1):S8-S16, 2017.
- <sup>34</sup> Ambrose, BK, et al., "Flavored Tobacco Product Use Among US Youth Aged 12-17 Years, 2013-2014," *Journal of the American Medical Association*, published online October 26, 2015.
- <sup>35</sup> Ambrose, BK, et al., "Flavored Tobacco Product Use Among US Youth Aged 12-17 Years, 2013-2014," *Journal of the American Medical Association*, published online October 26, 2015.
- <sup>36</sup> Corey, CG, et al., "Flavored Tobacco Product Use Among Middle and High School Students—United States, 2014," *Morbidity and Mortality Weekly Report*, 64(38): 1066-1070, 2015.
- <sup>37</sup> Delnevo, C, et al., "Preference for flavoured cigar brands among youth, young adults and adults in the USA," *Tobacco Control* 24(4):389-94, 2015.
- <sup>38</sup> HHS, SAMHSA Center for Behavioral Health Statistics and Quality, *National Survey on Drug Use and Health*, 2014. ICPSR36361-v1, Ann Arbor, MI: Inter-university Consortium for Political and Social Research [distributor], 2016-03-22, <http://doi.org/10.3886/ICPSR36361.v1>.
- <sup>39</sup> 2015 Florida Youth Tobacco Survey, [http://www.floridahealth.gov/statistics-and-data/survey-data/fl-youth-tobacco-survey/\\_documents/2015-state/index.html](http://www.floridahealth.gov/statistics-and-data/survey-data/fl-youth-tobacco-survey/_documents/2015-state/index.html).
- <sup>40</sup> 2013 Maryland Tobacco and Risk Behavior Survey, in Moncrief, D, Maryland Statewide Youth Tobacco Initiatives, MDQuit 8<sup>th</sup> Best Practices Conference, January 23, 2014, [http://mdquit.org/sites/default/files/pdf\\_files/Moncrief.pdf](http://mdquit.org/sites/default/files/pdf_files/Moncrief.pdf).
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