

## Top Facts: Little Cigars

Black and Mild™, Cigarillos™, Swisher Sweets™, Optimos™, etc.

- Black and Milds are a particular type of cigar that are short and narrowly shaped.
- They contain pipe tobacco and are smoked from plastic tips.
- They contain more nicotine than a cigarette; thus, if inhaled, Black and Milds could lead to more nicotine exposure.<sup>1</sup>
- They have generally higher nicotine levels (100-200 mg nicotine) than cigarettes (8.5 mg nicotine).<sup>6</sup>
- A survey found that, from 2009 to 2011, cigar smoking by African-American teens jumped from 7.1% to 11.7%.<sup>4</sup>
  - Among all high school boys, 15.7% smoke cigars.<sup>4</sup>
- On average, little cigars contain 1 to 3 grams of tobacco where as cigarettes contain less than 1 gram.<sup>3</sup>
- They come in a variety of flavors such as Black and Mild Mild™, Black and Mild Cherry™, Black and Mild Apple™, Black and Mild Gold™, Peach Cigarillos™, Grape Cigarillos™, Strawberry Cigarillos™, Grape Swisher Sweets™, Honey Cigarillos™, Peach Optimos™, etc.<sup>4</sup>
- Black and Milds™ are often associated with hip-hop culture and status.<sup>6</sup>
- The cigars are moderately priced, making them especially popular with youth.<sup>4</sup>
- Little cigars are appealing to youth because:
  - They come in a variety of explosive candy flavors.<sup>4</sup>
  - They are sold as singles and/or in small packs at prices much cheaper than cigarettes.<sup>4</sup>
  - When mixed with marijuana, the tobacco in little cigars serves as a method to mask the bitter smell of burning marijuana.<sup>6</sup>
- The two leading brands favored by cigar smokers ages 12 or older are Black and Milds™ (22.8%) and Swisher Sweets™ (14.4%).<sup>5</sup>

**Source:**

1. NetWellness. (2006, July). Smoking and tobacco, about Black and Milds. Retrieved June 5, 2013 from the World Wide Web at <http://www.netwellness.org/question.cfm/40539.htm>
2. Centers for Disease Control and Prevention. (2011, March). Tobacco Brand Preferences. Retrieved June 5, 2013 from the World Wide Web at [http://www.cdc.gov/tobacco/data\\_statistics/fact\\_sheets/tobacco\\_industry/brand\\_preference/](http://www.cdc.gov/tobacco/data_statistics/fact_sheets/tobacco_industry/brand_preference/)
3. Centers for Disease Control and Prevention. (2011, November). Fact Sheet: Cigars. Retrieved June 5, 2013 from the World Wide Web at [http://www.cdc.gov/tobacco/data\\_statistics/fact\\_sheets/tobacco\\_industry/cigars/](http://www.cdc.gov/tobacco/data_statistics/fact_sheets/tobacco_industry/cigars/)
4. Campaign for Tobacco-Free Kids. (2012 August). Sweet, Cheap and Colorful – No Wonder Some Cigars Are Popular With Kids. Retrieved June 5, 2013 from the World Wide Web at [http://www.tobaccofreekids.org/tobacco\\_unfiltered/post/2012\\_08\\_14\\_cigars](http://www.tobaccofreekids.org/tobacco_unfiltered/post/2012_08_14_cigars)
5. American Lung Association. (2013). Cigars. Retrieved June 18, 2013 from the World Wide Web at <http://www.lung.org/stop-smoking/about-smoking/facts-figures/cigars.html>
6. Follow the Signs: Raise Awareness. (n.d.). African Americans and Little Cigars. Retrieved June 18, 2013 from the World Wide Web at <http://www.follow-the-signs.com/public/pdf/African%20Americans%20&%20Little%20Cigars.pdf>