



Statement on Governor Newsom Announcement Regarding Flavored Tobacco

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LOS ANGELES — Following Governor Gavin Newsom’s announcement of executive action to take on flavored tobacco in California, LA Families Fighting Flavored Tobacco, the local coalition in Los Angeles working to end the sale of flavored tobacco here, issued the following statement from Marc Carrel, CEO of BREATHE California of Los Angeles:

“The rising toll of youth e-cigarette epidemic demands action by leaders at every level. While we are encouraged by Governor Newsom’s executive actions today, the most effective way to reverse the epidemic is to ban the sale of all flavored tobacco, including e-cigarettes, cigars, and menthol. Eighty-one percent of youth who have ever used tobacco products started with a flavored product. More than half (54%) of youth ages 12-17 years who smoke use menthol cigarettes.

“The Governor may be limited by what he can do through executive action, but Los Angeles leaders have the authority to regulate tobacco sales. We continue to urge the Los Angeles Board of Supervisors and Los Angeles City Council to take immediate action and end the sale of all flavored tobacco products now.”