

# FLAVORED TOBACCO IS ILLEGAL IN CALIFORNIA

As of December 21, 2022, it is illegal to sell most flavored tobacco products and tobacco product flavor enhancers at retail locations and vending machines.

Retailers will be fined \$250 for each violation of the state law (Health and Safety Code Section 104559.5).

Retailers are responsible for understanding which products are flavored and must ensure that they are not selling the banned products.

## What the flavor ban covers:

- Flavored e-cigarettes & e-liquid
- Menthol cigarettes
- Flavored little cigars & cigarillos
- Flavored smokeless tobacco
- Flavored blunt wraps
- Flavored loose leaf "roll-your-own" tobacco
- Tobacco product flavor enhancements

## How can you tell if a tobacco product is flavored?



Does the packaging include images or text that features a characterizing flavor?



Does the product taste or smell like a flavor other than tobacco?



Are there additives that would create a distinguishable taste or aroma?

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