

Youth Tobacco Product Monitoring Project Summary - California

Overview

Description: 16 photos of 601 products were submitted between November 1, 2023, and April 30, 2024, of products collected during the 2022-2023 and 2023-2024 school years. 181 of those products were nicotine and tobacco products, with the remaining either accessories (chargers, lighters) or cannabis products. Submissions originated from 6 counties: El Dorado, Siskiyou, Plumas, Kern, Orange, and Contra Costa.



Examples of Photos Submitted

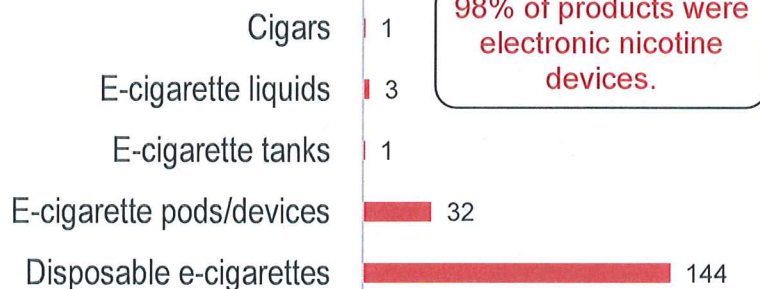


Products and Brands

Disposable Brands 26 distinct brands: Flum (24.3% of disposables), Elfbar (22.9%), Puffbar (9.7%), Bang (4.2%), Clic (2.1%), Drip (2.1%), Fume (2.1%), Hyppe (2.1%), Supbliss, Geek Bar, Lost Mary, SWFT, R&M, 7Daze, VGOD, Inseed, Kado, Cali, Dream, Oly, Vice.

Pod Brands 4 distinct brands: Suorin (34.6% of pods), SMOK (30.8%), JUUL (15.4%), Vaporesso.

Cigar Brands 1 distinct brand: Swisher Sweets (100% of combustible nicotine).



Flavors

ALL products were flavored, the majority featuring characterizing or explicit flavors.

40.3% fruit

16.0% "ice"

6.1% sweet

3.3% beverage

4.4% menthol

12.2% concept



Photos of example flavors from across the US, not just California; 25.4% of product flavors could not be confirmed.

THANK YOU to all who have shared & submitted photos. Have more - submit here! →

Want to get involved or get tailored information for your state or locality?

Email Jessie.Jensen@rutgers.edu.

For more on the latest on tobacco use and marketing in the US, visit tobaccocrst.org.

