

**XAVIER BECERRA**  
*Attorney General*

*State of California*  
**DEPARTMENT OF JUSTICE**



1300 I STREET, SUITE 125  
P.O. BOX 944255  
SACRAMENTO, CA 94244-2550

Telephone: (916) 210-6464  
Facsimile: (916) 322-2630  
E-Mail: [christiana.dominguez@doj.ca.gov](mailto:christiana.dominguez@doj.ca.gov)

July 23, 2020

The Honorable Jim Wood  
Chair, Assembly Health Committee  
California State Assembly  
State Capitol, Room 6005  
Sacramento, CA 95814

**Re: Senate Bill 793 (Hill) Flavored Tobacco Products - SUPPORT**

Dear Assembly Member Wood:

Attorney General Becerra is pleased to support Senate Bill (SB) 793. This bill will protect Californians, especially our youth, from the harmful effects of tobacco use by prohibiting the sale of flavored tobacco products in California. Tobacco use remains the number one cause of preventable death in the United States, claiming some 40,000 Californians each year. According to the Centers for Disease Control and Prevention, nearly 90% of adult smokers first used tobacco products before age 18.

Researchers have identified more than 15,500 unique e-cigarette flavors, like blue razzleberry, grape bubblegum, and gummy bear, that are designed to appeal to kids. According to the 2019 National Youth Tobacco Survey, from 2017-2019, e-cigarette use more than doubled among high school students (from 11.7% to 27.5%) and tripled among middle school students (from 3.3% to 10.5%). More than 5.3 million kids now use e-cigarettes – an increase of over 3 million in just two years. Flavored tobacco products have fueled this epidemic with nearly all (97%) of current youth e-cigarette users consuming flavored products.

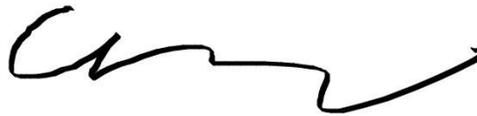
In 2019, the Attorney General brought a lawsuit against electronic cigarette maker, JUUL Labs, Inc. (JUUL) alleging JUUL targeted young people through advertising and failed to give warnings about their product's chemical exposure and risks for cancer, birth defects, and reproductive harm. JUUL launched sponsored promotional events in cities across California, and elsewhere, to distribute free samples of JUUL devices and their flavor pods to a young, trend-setting audience. The company engaged in a targeted social media campaign by marketing flavors that appeal to youth, such as mango, cool mint, crème brûlée, and cucumber. As we continue our efforts to hold JUUL accountable for their actions, this bill would prevent JUUL and other tobacco companies from luring California's youth with flavored tobacco.

The Honorable Jim Wood  
July 23, 2020  
Page 2

SB 793 provides the Legislature with an opportunity to enact state law that helps prevent kids from becoming addicted, creates a healthier future for all Californians, addresses tobacco-related health disparities in all jurisdictions, and promotes statewide uniform enforcement.

Attorney General Becerra is proud to support this measure to address the continuing public health threat of flavored tobacco products, especially to our youth, in California.

Sincerely,

A handwritten signature in black ink, appearing to read 'CD', with a long horizontal stroke extending to the right.

CHRISTIANA DOMINGUEZ  
Legislative Advocate  
Office of Legislative Affairs

For XAVIER BECERRA  
Attorney General