

TOBACCO 21



Tobacco 21 calls for policy change to raise the age to legally sell tobacco and nicotine products from 18 to 21. Learn more at UpTheAge.com



THE YOUNGER SMOKERS

are when they start, the more likely they are to become addicted to nicotine.

– U.S. Health and Human Services

EACH DAY, MORE THAN

2,300 KIDS

under **18** years of age try their first cigarette.

– U.S. Health and Human Services

NATIONWIDE, TOBACCO 21
COULD PREVENT
223,000 DEATHS
AMONG PEOPLE BORN
BETWEEN 2000 & 2019,
INCLUDING 45,000
FEWER DYING
FROM LUNG CANCER,
THE NATION'S LEADING
CANCER KILLER.

– National Academy of Medicine



E-CIGARETTE USE INCREASED

900%

among high school students from 2011 to 2015.

– U.S. Health and Human Services



94% of adult smokers had their first cigarette before turning 21, and **78%** before age 18.

– U.S. Health and Human Services



EVEN THE TOBACCO INDUSTRY AGREES

Raising the legal minimum age for cigarette purchase to 21 could gut our key young adult market...

– Phillip Morris report, 1986



#UpTheAge

Raising the minimum legal age of tobacco product sales to 21 will reduce tobacco use initiation by **25%** in youth ages 15-17.

– National Academy of Medicine

NO MATTER HOW IT'S DELIVERED, NICOTINE IS **ADDICTIVE & HARMFUL FOR YOUTH AND YOUNG ADULTS.**

– U.S. Surgeon General