

# 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](http://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