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

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

– U.S. Surgeon General

**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