

Light, Low, Mild, and Similar Terms: What Retailers Need to Know

This podcast is presented by the Centers for Disease Control and Prevention, in partnership with the U.S. Food and Drug Administration. CDC – safer, healthier people.

The retail community plays an important role in helping protect kids from tobacco. On June 22, 2009, President Obama signed the Family Smoking Prevention and Tobacco Control Act into law.

The Tobacco Control Act includes restrictions on tobacco products labeled or advertised with the terms “light,” “low,” “mild,” or other similar descriptors. On June 22, 2010, the law prohibited manufacturers from producing any tobacco products labeled or advertised as “light,” “low,” or “mild.” As of July 21, 2010, manufacturers may no longer distribute these products.

These new restrictions apply only to manufacturers; they do not prohibit retailers from selling tobacco products with the descriptors “light,” “low,” “mild,” or other similar descriptors that were manufactured before June 22, 2010.

While the law permits retailers to continue selling these products, FDA is concerned that keeping these products on the market for an extended period of time is not in the best interest of the public’s health.

Although many smokers believe that these products are less harmful and may help smokers quit, research by the National Cancer Institute found that smokers who use light cigarettes do not reduce their risk for developing smoking-related cancers and other diseases, and that switching to light cigarettes doesn’t help smokers quit, and may actually decrease the motivation to quit. No matter what they taste, smell, or look like, *all* cigarettes are harmful to your health. There’s *no* such thing as a *safe* cigarette.

For more information on the new tobacco federal regulations and how you can break the chain of tobacco addiction, visit www.fda.gov/breakthechain or follow us on Twitter at FDATobacco.

If you have questions about the new regulations, please contact the FDA Center for Tobacco Products Call Center at 1-877-287-1373 or e-mail us at askctp@fda.hhs.gov.

There will be additional podcasts that provide more detail about the new federal tobacco regulations. Subscribe to this series or check back often for updates.

Thank you for working with the FDA and your state to break the chain of tobacco addiction among America’s youth. Keep tobacco out of their hands. It’s the law and the right thing to do.

For the most accurate health information, visit www.cdc.gov or call 1-800-CDC-INFO, 24/7.