

There's no such thing as a safe cigarette: Enforcing a Ban on "Light," "Low," "Mild," and Similar Descriptors

Preventing Misleading Tobacco Claims

The Family Smoking Prevention and Tobacco Control Act includes restrictions on tobacco products labeled or advertised with the terms "light," "low," "mild," or similar descriptors. This is because many smokers mistakenly believe that these products cause fewer health problems than other cigarettes.

As of June 22, 2010, the law prohibits manufacturers from producing any tobacco products labeled or advertised as "light," "low," or "mild," and manufacturers may not distribute any of these products for sale.

However, consumers may continue to see these products for sale in stores after July 22, 2010, and FDA wants to make sure consumers have all the facts.

Facts About "Light" Cigarettes

Although many smokers believe that these products are less harmful and may help smokers quit, the National Cancer Institute has found that:

- Smokers who use light cigarettes do not reduce their risk for developing smoking-related cancers and other diseases.
- Switching to light cigarettes does not 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.

Quit today. For help, call 1-800-QUIT-NOW or visit <http://www.SmokeFree.gov>.

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Protecting our kids and the nation's health from tobacco