

Thank you for the opportunity to speak tonight.

I'm Maureen Buzby, Mystic Valley Tobacco Prevention Program Manager. I live in Melrose.

While working on tobacco prevention for the past fourteen years I have gained first-hand experience in how the tobacco industry entices young people to try new, appealing, and very addictive nicotine products. Almost no young people smoke. That's a good thing. Tobacco control advocates worked hard for decades to achieve that.

Meanwhile the tobacco industry has also been hard at work developing new products that don't look, feel, or smell like cigars and cigarettes.

Ten years ago it was Juul - - with cool, sleek, discrete devices that looked just like a flash drive and came in a variety of flavors. Juul Labs was sued for deceptive advertising aimed at youth and Massachusetts received a \$41 million dollar settlement.

Since Juul, many other manufacturers have entered the market with even more brilliant designs - - vapes that look just like Highlighters. Bic style pens that you can use to write or vape. And more recently, vapes that have video games. You can play a video game while you vape.

This is the industry's play book. Develop exciting products that appeal to young people because Big Tobacco, to continue to make billions in profits every year, needs replacement customers. Those replacement customers? Our kids! Remember the industry's motto: "Hook them while they're young and you have a customer for life."

By the way, this is not a way for youth to stop a habit. It's a way for youth to start a habit, which for many becomes a life-long addiction. Which can in turn lead to other substance use. Six communities in my region decided to protect youth by adopting this forward-thinking public health policy called NFG. I encourage you to consider this policy which will start us on the path to end nicotine addiction. End youth use of poisonous products that cause so much harm all in the name of corporate greed.
Thank you.

