



**BIG TOBACCO TARGETS  
OUR KIDS WITH  
CANDY FLAVORS.**

**VOTE YES**  
**ON PROP 31**



**TO END**  
*the sale of flavored tobacco.*

**YES ON 31**

**PROTECT KIDS**  
FROM CANDY-FLAVORED TOBACCO

Committee to Protect California Kids  
1531 I Street, Suite 200  
Sacramento, CA 95814

PRSRT STD  
U.S. Postage  
**PAID**  
DS

CPC22003



**VOTE** to protect  
our kids from candy-  
flavored tobacco.

**YOUR "YES"  
VOTE WILL:**

- ✓ Stop Big Tobacco from using candy flavors to lure kids into a lifetime of addiction
- ✓ Stop Big Tobacco from profiting at our expense



**PROTECT OUR KIDS.**  
**VOTE YES ON PROP 31.**

**YES ON PROP 31  
IS ENDORSED BY:**



American  
Heart  
Association.



- Over 2 million middle and high school students now use e-cigarettes
- In California, almost all high school e-cigarette users use flavored products
- 4 out of 5 kids who have used tobacco started with a flavored product

Ad paid for by Yes on Proposition 31—Committee to Protect California Kids, sponsored by Nonprofit Health Organizations.

Committee major funding from

Michael R. Bloomberg

Kaiser Foundation Health Plan, Inc. and the Hospitals

California Teachers Association/Issues PAC

Funding Details At

[www.fppc.ca.gov](http://www.fppc.ca.gov)