

Cigarillos: Longer and slimmer than a large cigar. Cigarillos typically do not contain a filter. Cigarillos come in brightly colored packaging and youth-friendly flavors. They are also sold individually or in small pack sizes of 2-6.

Dissolvable Tobacco: Tobacco products made of finely milled tobacco that dissolve in the mouth, so spitting is not required. Containing various amounts of nicotine per use, these new products include strips and tablets that dissolve on the tongue as well as toothpick-sized sticks that are placed between the upper gum and lip. Currently, these products are not available in Minnesota; test marketing by Camel, Skoal, and Marlboro has been unsuccessful.

Dual Use: Concurrent use of multiple tobacco products, often in combinations of traditional cigarettes, smokeless tobacco, and/or electronic cigarettes.

Electronic Cigarettes: Also known as e-cigarettes and personal vaporizers, are battery operated nicotine delivery devices that simulate smoking. Users puff on the device, which vaporizes a liquid, commonly referred to as e-juice or e-liquid, that contains tobacco-derived nicotine, flavoring, and other chemicals.

E-Cigarette Lounges: Also referred to as Vaping Lounges, these establishments provide a social space for customers to gather and use or learn to use electronic cigarettes. This practice is currently exploiting a loophole in the Minnesota Clean Indoor Air Act, which allows "sampling".

Harm Reduction: The tobacco industry's strategy of encouraging smokers to switch to another "less harmful" product, rather than address becoming tobacco-free, in order to reduce their risk of smoking-related illnesses.

Hookah: Hookahs are typically tall, narrow glass water pipes with one or more flexible hoses through which moist, sweetened, and flavored tobacco (called shisha) is smoked.

Hookah Bar: An establishment where consumers, typically young adults, gather to smoke hookah as a social activity.

Imitation Tobacco: Edible products designed to replicate tobacco products and target youth, such as Big League Chew, candy cigarettes, gum cigars, and jerky chew.

Little Cigars: Little cigars (or small cigars) are often filtered and resemble traditional cigarettes; they are sold in packs of 20, like cigarettes. However, cigarettes are rolled in white paper, while little cigars are wrapped in brown paper that contains tobacco leaf. Little cigars come in brightly colored packaging and youth-friendly flavors like chocolate, grape, and strawberry.

Glossary of Terms (Cont.)

Other Tobacco Products (OTP): Umbrella term for all tobacco products other than cigarettes. Examples include smokeless tobacco, little cigars and cigarillos, and dissolvable tobacco.

Point of Sale (POS): The retail environment in which tobacco products are sold.

Point of Sale Advertising: Advertising or product displays that contain brand imagery and build relationships with consumers at the place where they will buy tobacco. Advertising attracts the attention of the shopper and reminds them of previously seen selling messages.

Point of Sale Promotion: The variety of activities in the retail environment designed to increase the sale of tobacco products by giving consumers a “reason to buy now”, such as discounts, special offers, and multipack offers.

Powerwall: Large and usually multiple shelving displays of cigarettes found behind counters at convenience stores, gas stations, and other tobacco retailers. These displays are effective tobacco promotional vehicles. Powerwalls are highly engineered by tobacco companies to maximize visual intrusiveness, instigate impulse purchases and convey the message that cigarettes are popular and desirable..

Retailer Density: A measure of the amount of clustering of tobacco retailers in a defined geographic area, most often measured as the number of tobacco retailers per 1000 population. Neighborhoods, cities or other areas with too many retailers are considered “tobacco swamps”.

Sampling: Refers to the practice of trying a tobacco product inside the retail environment. The Minnesota Clean Indoor Air Act included an exemption to allow customers to try a cigar or loose leaf tobacco before purchasing. Hookah bars and e-cigarette lounges have exploited this exemption by marketing themselves as a place to smoke hookah or use e-cigarettes in a social setting for long periods of time.

Snus: Snus refers to small pouches of pasteurized tobacco. Snus is both smokeless and spitless, making it very discreet to use.

Vaping: The verb the e-cigarette industry uses to describe the use of an electronic cigarette. Similarly, they refer to the secondhand emissions produced by an e-cigarette as “vape”.

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