



Statement Supporting El Monte City Council's Vote to End The Sale of Flavored Tobacco Including Menthol

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LOS ANGELES — Following the El Monte City Council's unanimous decision Tuesday night to end the sale of all flavored tobacco including menthol, Christy Zamani of Day One, a community-based non-profit organization that is part of the Los Angeles Families Fighting Flavored Tobacco coalition, issued the following statement:

"We applaud the leadership of El Monte for taking decisive action to protect the health and wellness of our youth. We have been organizing the community in support of ending the sale of flavored tobacco because too many young people are falling victim to Big Tobacco's traps. Candy flavors like mint, gummy bear, menthol, and chocolate mask the serious and harmful effects of these products. In fact, 81 percent of youth who have ever used tobacco products started with a flavored product.

"El Monte should serve as a model for the city of Los Angeles and other communities in the San Gabriel Valley and in California. Like the El Monte community, all communities deserve to live free from dangerous nicotine addiction, especially during a respiratory pandemic when vulnerable populations are even more at risk of illness."