



*State of New Jersey*

**DEPARTMENT OF HEALTH AND SENIOR SERVICES**

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[www.nj.gov/health](http://www.nj.gov/health)

JON S. CORZINE  
*Governor*

HEATHER HOWARD  
*Commissioner*

Dear Local Health Officer:

Re: Guidance to Local Health Officers for Implementation of P.L. 2008, c. 91, "An Act Banning the Sale of Certain Flavored Cigarettes."

On October 1, 2008, Governor Jon S. Corzine approved P.L. 2008, c. 91, An Act Banning the Sale of Certain Flavored Cigarettes codified at N.J.S.A. 2A: 170-51.5 to take effect November 30, 2008. In enacting this legislation, the Legislature declared that there has been a proliferation of flavored cigarettes in recent years, and many of these products have fruit, chocolate or other flavors that are particularly attractive to children.

According to public health experts, the existence of these products increases the incidence of tobacco use among children. The earlier a person begins using tobacco, the more likely the person will become addicted to tobacco products and continue to smoke throughout that person's life. As a result, flavored cigarettes lead to increased tobacco use and addiction, higher health care costs, and a greater incidence of smoking-related illness and death. Therefore, flavored cigarettes pose a significant threat to the health of the general public, and the protection of the public health warrants that the sale and distribution of these products be prohibited in this state. N.J.S.A. 2A:170-51.5.

Enclosed for your information is a summary of the above referenced new law, which is effective November 30, 2008. It is hoped that this information is useful to health officers in the enforcement of the law which prohibits the sale of certain flavored cigarettes. Thank you for all your efforts as we continue to work together to improve public health in New Jersey.

Sincerely,

Heather Howard  
Commissioner

Enclosure  
c: Celeste Andriot Wood  
Assistant Commissioner