



January 28, 2020

The Honorable Jan Pepper
Members of the Los Altos City Council
1 North San Antonio Road
Los Altos, CA 94022

Dear Mayor Pepper and Members of the Los Altos City Council:

The American Cancer Society Cancer Action Network's mission is to end suffering and death from cancer, and we are committed to advancing that mission in Los Altos. To that end, we are deeply concerned about the availability of flavored tobacco products, which is contributing to the growing epidemic that is plaguing our communities here in California and nationwide. Thank you for considering strong policies to protect the health of our youth as part of a tobacco retailer license. We ask that you include ending the sale of all flavored tobacco products, including flavored e-cigarettes and menthol cigarettes that would apply to all flavors, and all stores throughout the city without exception. We also ask that you establish a minimum pack size and minimum price for all tobacco products with no discounting or coupon redemption, end the sale of all tobacco products in pharmacies, allow no new tobacco retailers to locate near youth sensitive areas, and cap tobacco retailer licenses at the current number. Together, these provisions go far to protect the lives of our young people from the predatory marketing of the tobacco industry.

It is imperative to include menthol cigarettes and all other flavored tobacco products, including e-cigarettes in a policy that aims to address the epidemic of youth tobacco use. Four out of five youth who have ever used a tobacco product started with a flavored tobacco product, and when asked why, say because they come in flavors they like. A recent study concluded that youth who use e-cigarettes are more than 4 times as likely to try cigarettes and nearly three times as likely to smoke cigarettes than those youth who never tried e-cigarettes.

Eliminating the sale of flavored tobacco products, including menthol cigarettes, is also a social justice issue. Tobacco companies have aggressively marketed menthol products in communities of color, low income communities and LGBTQ communities. These are the same communities who already bear a greater burden of health disparities, and increasing tobacco use only increases the disparities among some of the most vulnerable in our communities. In the past year, 36 cities and counties throughout California have ended the sale of all tobacco products, and none have exempted menthol.

We've learned from experience that exempting adult-only stores is problematic and weakens what could be a strong policy. Exemptions of some retailers complicates enforcement and creates resentment among retailers. Most importantly, if flavored tobacco products remain in the community, they will find their way into the hands of youth. The California Department of Public Health found that "vape" shops and tobacco stores had much higher violation rates for selling to youth when compared to every other category of tobacco retailer—30% and 36% respectively, compared to the state average of 19% for all types of tobacco retailers. All places where tobacco is sold, including adult-only tobacco shops, should be required to have a TRL with the same requirements as other tobacco retailers.

Increasing the price of tobacco products reduces availability of these products to young people who are price sensitive, therefore establishing a minimum price for tobacco products adds a strong provision in any comprehensive tobacco retailer licensing policy. When tobacco products are made more expensive,

fewer people use tobacco, fewer initiate tobacco use, and more people quit tobacco use. Prohibiting coupon redemption and discounting maintains the intent of the ordinance to keep tobacco prices higher and out of the hands of youth. We urge you to adopt a minimum price for tobacco products with no discounting or coupon redemption as part of your local policy.

Tobacco-free pharmacies is a natural and necessary next step. Tobacco products, which are still the leading cause of preventable death in California, should not be sold in pharmacies where residents seek health promoting products. It is a contradiction for pharmacies to sell tobacco products alongside over-the-counter medications and prescription drugs. Youth often underestimate the dangers of tobacco use, and mistakenly believe that some of these products are harmless. Selling tobacco products alongside approved cessation products creates additional confusion and helps to diminish the perceived hazards of tobacco use.

By not allowing any new retailers to locate near youth centered areas, youth exposure to tobacco product marketing decreases. Research shows that when tobacco retailers are located near schools or homes youth experimentation with tobacco products goes up. The tobacco industry pours millions of dollars a day into in-store marketing because they know it works. When retailers are located near youth focused areas, youth are exposed to this marketing on a frequent basis. Prohibiting new retailers from locating within 1000-feet of a school, library, park or residential neighborhood will reduce youth exposure to tobacco industry marketing.

Similarly, we encourage you to require any new tobacco retailer to locate a minimum distance of 1000-feet from any existing tobacco retailer, and to cap the total number of tobacco retailer licenses at the current number. A greater availability of tobacco products is associated with both youth and adult smoking. Tobacco retailer location and density also heavily contribute to social inequities as retailers are more prevalent in lower-income areas and communities in which a greater percentage of residents identify as African American or Hispanic.

The City Council needs to make the health of Los Altos youth a priority and join our neighbors in the 65+ jurisdictions throughout California who have adopted strong policies to end the sale of flavored tobacco products. We urge you to end the sale of all flavored tobacco products citywide, including menthol cigarettes, flavored e-cigarettes, and all other flavored tobacco products. We ask that you do this by requiring all tobacco retailers to obtain a tobacco retailer license that also includes requirements to comply with a minimum price and minimum pack size for tobacco products, end the sale of all tobacco products in pharmacies, prohibits new tobacco retailers from locating within 1,000 feet of youth centered areas, residential neighborhoods, or an existing retailer, and caps the number of tobacco retailer locations at the current number.

Sincerely,



Jen Grand-Lejano
Government Relations Director, Northern California
American Cancer Society Cancer Action Network

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Golden Gate, and
Central Coast**

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A member of the
Breathe America™
Alliance



February 10, 2020

The Honorable Jan Pepper, Mayor
And City Council Members
City of Los Altos
One North San Antonio Road
Los Altos, California 94022

Dear Mayor Pepper and Council Members:

I am writing on behalf of Breathe California to support the adoption of a Tobacco Retail License in your city.

Breathe California was founded in San Jose, California in 1911 and has a mission to fight lung disease in all its forms. As the local clean air and healthy lungs leader, Breathe California works with its communities to promote lung health. Thus, our organization is dedicated to working to eliminate the negative impacts caused by tobacco use and to prevent initiation.

We applaud many of the tenets of the proposed ordinance: retail location restrictions on placement near schools or other tobacco retailers; no pharmacy sales; strong penalties; and most especially the inclusion of a ban on the sale of flavored tobacco products, including menthol cigarettes and e-cigarettes. **HOWEVER, WE URGE YOU TO REMOVE THE EXCEPTION STATED IN section M1.**

As you may know, four out of five youth who have tried tobacco started with a flavored product. The tobacco industry uses flavored tobacco products to entice vulnerable populations; these products both mask the harshness of tobacco and make it more difficult to quit. The broad exception in section M1 will be hard to enforce and will make it more likely that flavored tobacco falls into the hands of Los Altos youth.

It is our firm belief that if Los Altos passes the Tobacco Retail License ordinance without the exception, it will make these products less accessible and better protect vulnerable youth.

Thank you for your consideration and support of public health.

Margo Sidener, MS, CHES
Chief Executive Officer

Dennis Hawkins

From: Trevor Marsden
Sent: Tuesday, February 11, 2020 11:44 AM
To: Dennis Hawkins
Subject: Fw: Proposed tobacco retailer license

**Trevor Marsden | Management Analyst Fellow | Interim PIO
City of Los Altos**

One North San Antonio Road | Los Altos, CA 94022

Office: (650) 947-2700 ext. 2729

tmarsden@losaltosca.gov

<http://www.losaltosca.gov>

From: Chris Jordan <cjordan@losaltosca.gov>
Sent: Tuesday, January 28, 2020 2:42 PM
To: Trevor Marsden <tmarsden@losaltosca.gov>; Jon Maginot <JMaginot@losaltosca.gov>
Subject: Fwd: Proposed tobacco retailer license

Sent from my iPhone

Begin forwarded message:

From: Bryan Johnson - [REDACTED]
Date: January 28, 2020 at 12:39:39 PM PST
To: City Council <council@losaltosca.gov>
Subject: Proposed tobacco retailer license

Dear Los Altos Council Members: Since I am unfortunately unable to attend your meeting tonight, I wanted to write a quick email thanking you for your efforts to stem the alarming rise of tobacco use among teenagers that has become apparent over the last few years. While we have not yet seen the issues at the junior high level that the high school district is grappling with, this is the kind of trend that often migrates from older to younger teenagers and so it is important to get out in front of it.

Thank you,
Bryan Johnson

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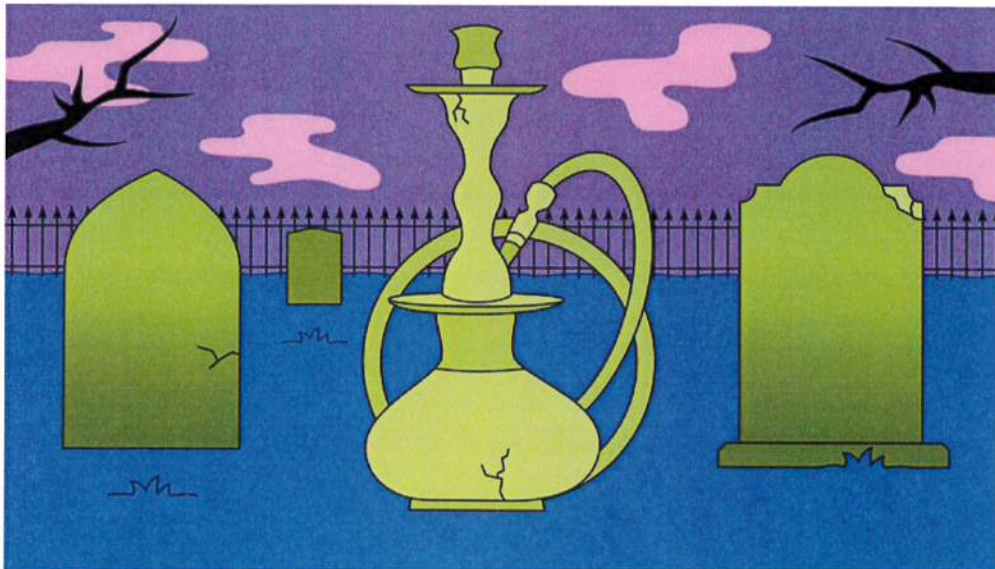
Drugs

Vape Panic Is Accidentally Killing Hookah Too

If states continue to ban flavored tobacco and vaping products, hookah could be collateral damage in the U.S.

By **Alex Norcia**

Jan 14 2020, 10:42am



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ILLUSTRATION BY HUNTER FRENCH

Hookah has never been the main enemy in the war on tobacco. Once feared for **its potential to drive college students to nicotine**, it has largely faded from the news. In the U.S., hookah lounges are mainly found in immigrant communities in major urban centers like Los Angeles and New York, a centuries-old tradition brought over from the Arab world. Many who own these establishments and frequent them cite them as communal gathering places, much like bars.

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At the moment, though, hookah is on the verge of extinction.

This has been an inadvertent side effect of the vape panic. As the so-called **youth vaping epidemic** continues to be **an issue demanding a response**, more and more **states**, **cities**, and **towns** are trying to ban all flavored tobacco products, which they consider to be most attractive to teenagers. Often lumped into that category is what's commonly "hookah" or "shisha": the molasses-laden and syrupy tobacco substance—usually flavored with "apple," "mint," and "papaya"—found in a hookah pipe, the large device that

small coals and filters the smoke through water
gs through a long hose. You usually don't do this
netimes multiple hoses on the same hookah.

and politicians place hookah alongside what they
consider kid-friendly e-liquid flavors, hookah lounge owners and the

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hookah industry at large are arguing that they should be exempt from such legislation. For them, their point is simple: to make hookah illegal would be a cultural affront.

"There are so many minorities represented in California alone—to criminalize a cultural tradition because of vaping seems disproportionate," said Rima Khoury, a lawyer who represents Fumari, a sizable hookah company based in San Diego.



Forget Cali Sober. Now There's Vape Sober

ALEX NORCIA

It would interfere with their entire way of life, she said. Nowhere is this currently more prominent than in Khoury's California, where last year State Senator Jerry Hill **pulled a bill** intended to ban flavored tobacco products because of "hostile" amendments to it. One included an exemption for hookah because of constant pressure from the hookah industry.

"The biggest challenge has been educating lawmakers on hookah," Khoury said. "We've literally brought hookahs to city hearings. They don't fit in children's backpacks. They're not being confiscated in schools. We don't want hookah to become collateral damage in what feels like this war against vaping."

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"I find it hard to believe that use of gummy bear- and bubble gum-flavored tobacco in any form is a cultural tradition," Hill said in May 2019, according to the Los Angeles Times.

He still appears to think that. In early January 2020, just a week or so ago, Hill introduced a similar bill without a hookah exemption. If it passes, California would become the second state to ban flavored tobacco products, after Massachusetts did so in a sloppy back-and-forth battle this past year. (That state does have a hookah or "smoking bar" exemption, and the law is set to go fully into effect in June.) Hill has reinvigorated a battle that the hookah industry had thought it nearly avoided on the state level, even as cities across California—including Ventura and Hermosa Beach—have moved to ban flavored tobacco and hookah along with it. Some, such as Long Beach and Burbank, have already altered their bills and exempted hookah after pushback from people like Khoury.

Do you know something about the tobacco industry that you think VICE should know? Using a non-work device, you can contact Alex Norcia securely via Signal at 201-429-7024 or email at alex.norcia@protonmail.com.

Although it's something of a secondary argument, Khoury and others in the industry are worried, too, that any kind of prohibition would shut down small businesses, much like vape shops. This despite the fact that hookah clearly didn't cause the youth vape crisis. A proposed ban of flavored tobacco products throughout Los Angeles County would completely cripple Mary Danacyan, who has operated 5 Star Hookah in Granada Hills for the past 12 years. She said that she has a three-year lease with her landlord that she can't get out of, and also supports her parents and grandmother. She emphasized that she is more than willing to work with regulators. (The Trump administration recently raised the federal age in which to purchase nicotine products from 18 to 21 and instituted a partial ban on flavored vaping products nationwide.)

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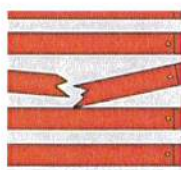
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"Lawmakers just don't seem to do their research," Danaciyan said. "There are a lot of elderly, Middle Eastern people in my neighborhood. They can't all go to hookah lounges. They smoke hookah at home. Including myself. For me, relaxing is reading a book and smoking hookah in my living room."

There is no denying that hookah is dangerous. It does not have the support of harm-reduction proponents and major scientists, who claim vaping to be a safer alternative to smoking combustible cigarettes and a potential off-ramp to ditching the habit. But compared to the 27.5 percent of high school respondents who said their "most commonly used" nicotine product was an e-cigarette, and 5.8 percent a regular cigarette, only 3.4 percent stated that theirs was hookah, according to the 2019 National Youth Tobacco Survey, a document released annually by the Centers for Disease Control and Prevention. And although "the vast majority of American teens have never tried hookah," misconceptions abound, particularly that it is not as dangerous as cigarettes.

"Hookah has never really been singled out and examined," said John F. Banzhaf III, a professor of law at George Washington University and longtime leader of the nonsmokers' rights movement. "It wasn't that e-cigarettes came along and changed the conversation. It's that there hasn't been the sort of hyper-focus that you've seen elsewhere."



A Running List of U.S. Cities and States Where Vapes Are Banned

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fire before. Tobacco laws, including those having to do with hookah, historically vary from state to state and even city to city. In New York City's health department, there were 400

hookah "establishments" throughout the five boroughs, four times as many as there were in 2012. Local politicians took notice: That same year, the NYC Council **bolstered** an already-stringent indoor smoking policy by further cracking down on hookah lounges, barring any new ones from opening up and requiring existing ones to obtain a permit and prove that at least 50 percent of their sales came from smoking. All NYC locations **must also only serve non-tobacco shisha**, meaning it's all flavor and no substance—smoking hookah in New York will not provide you with a nicotine rush. In Maryland's Baltimore County, hookah lounges **have to close at midnight**.

The debate around hookah exemptions has also brought up a question that often gets buried amid the stigma of smoking, **the leading cause of preventable death in the world**: Can tobacco—and nicotine—be a form of leisure? Can it be part of an activity you simply do with your friends, like drinking?

"It's important to recognize that social patterns of tobacco use have always shifted over time, and that arguments about culture need to be balanced against the interest of public health," said Micah Berman, an associate professor of public health and law at Ohio State and an expert in tobacco control. "If you are selling a product known to be highly toxic," he continued, "you are essentially on notice that more regulation might be coming at any time."

Still, none of this patchwork legislation among disparate cities and states throughout the country will matter much **come May 2020**. That's the date, etched in vapers' minds, when vape sellers have to submit their **premarket tobacco applications** to the Food and Drug Administration (FDA)—an

process they've **claimed** would shutter the entire hands of **Big Tobacco-supported companies**, like

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Hookah companies must also submit that application, and are therefore at the whims of the same FDA approval. Their products could be stripped from the marketplace. Although there's a possibility, given some bureaucratic loopholes, that hookah manufacturers that produce flavored tobacco might be grandfathered in, essentially since they've been on the market much longer than vapes and e-cigarettes. It is, however, far from a guarantee.

"Hookah has been around for hundreds and hundreds of years," said Azim Chowdhury, a public policy attorney who specializes in tobacco regulation. "It's not a cigarette. It's not a replacement for cigarettes. It's its own thing."

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TAGGED: **VAPING**, **HOOKAH**, **NICOTINE**

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LA's Hookah Lovers Are Worried The Proposed Vaping Law Would Wipe Out Their Lounges

by [Robert Garrova](#) in [News](#) on January 16, 2020 2:25 PM



ock photo by [Awesome Sauce Creative on Unsplash](#))



acramento that would ban flavored vape products [would also outlaw the sale of flavored tobacco used in hookah lounges](#).



that worries people like Arbi Sardari, as he takes a drag of peach- and mint-flavored tobacco at The Atmosphere, the hookah lounge he owns in Glendale.

For Sardari, smoking a hookah brings back memories of family.

"My grand grandpa was doing hookah," Sardari said. "And I was the kid that he was always saying, 'Hey, go put some charcoal on for me.'"

For many Middle Eastern families in California, smoking flavored tobacco with a hookah pipe is a communal affair, both at lounges like Sardari's and at home.

Sardari said he slept in his car for weeks to save up enough money to start his business. Now it's the proposed state law that's keeping him up at night.

"Because you think, wow, I'm doing all this and tomorrow it's gone?" he said, adding that he has 14 employees.

Customer Asbjorn Kjaer said he'd be bummed if he couldn't enjoy smoking a hookah with a few friends on a sunny afternoon.

"The whole thing where they're trying to outlaw all sorts of flavored tobacco seems to be mainly an overreaction to a serious problem with teen smoking, teen vaping," Kjaer said.

Hookah advocates will often argue that hookah pipes are not what contributes to teen smoking, as they take a considerable amount of time to get going and are not easily concealable.

Backers of the bill — SB 793 — say it's "aimed at halting the alarming resurgence of nicotine consumption among youth," according to a press release announcing the measure from co-sponsor State Sen. Jerry Hill (D-San Mateo).

The bill would ban the sale of all flavored tobacco products with no exceptions. It has the backing of 30 lawmakers and is supported by the American Cancer Society and several other health advocacy groups.

"Anything less than ridding store shelves of all flavored tobacco products, including menthol, hookah, cigars, cigarillos and chewing tobacco, diminishes the health and safety of California kids who will find a way to access flavored tobacco anywhere retailers are able to sell these alluring products," Jim Knox, managing director for the American Cancer Society's [Cancer Action Network in California](#), said in a [statement](#) announcing SB 793.

There's no argument that hookah smoking can be harmful to your health. "hookah smoking has many of the same health risks as cigarette smoking," the Centers for Disease Control and Prevention [warns on its website](#). The agency says hookah smokers may be at risk for oral cancer, lung cancer and

LA's Hookah Lovers Are Worried The Proposed Vaping Law Would Wipe Out Their Lounges

BY [ROBERT GARROVA](#) IN [NEWS](#) ON JANUARY 16, 2020 2:25 PM

(Stock photo by [Awesome Sauce Creative on Unsplash](#))

A bill in Sacramento that would ban flavored vape products would also outlaw the sale of flavored tobacco used in hookah lounges.

That worries people like Arbi Sardari, as he takes a drag of peach- and mint-flavored tobacco at The Atmosphere, the hookah lounge he owns in Glendale.

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Rima Khoury, an attorney with the San Diego-based hookah tobacco and gear company Fumari, is actively lobbying to make sure the L.A. City Council has a hookah exemption carved out in its proposed flavored tobacco ban.

She said she wouldn't want her kids smoking but argues that there's no teen hookah epidemic and that efforts to combat youth vaping shouldn't take out a centuries-old cultural practice.

"We don't want hookah to become collateral damage," Khoury said.

Thu 7 Nov 2019 10:23 AM

Is shisha really as bad for you as the world health experts say?

New report from UAE-based manufacturer Al Fakher shines light on 'misleading' comparisons between shisha and cigarettes

<https://www.arabianbusiness.com/retail/432617-is-shisha-really-as-bad-for-you-as-the-world-health-experts-say>

1/7

The sweet smell of shisha smoke may not be as bad for you after all.

A Middle East tradition practised the world over, shisha (or hookah) has come with warnings from health authorities, both internationally and locally in the Gulf region.

Much of the research to date on the topic of shisha consumption has been less than favourable, with the most prominent of them all – the World Health Organisation (WHO) – claiming that smoke inhaled in one hour of shisha is equivalent to smoking 200 cigarettes.

The strong health advice, however, has done little to quell the appetite for the Middle Eastern tradition, with the global market estimated to be worth \$2 billion and expected to grow by a further 50 percent in the coming years.

In a bid to allay the drastic health fears, Ajman-based Al Fakher, the world's leading manufacturer and supplier of shisha, has commissioned a first of its kind report that it says dispels the notion that shisha is as bad as or worse than smoking cigarettes.

Shisha is very different from cigarette smoke it turns out, comprising of mostly water and glycerine, which helps produce the smoke.

<https://www.arabianbusiness.com/retail/432617-is-shisha-really-as-bad-for-you-as-the-world-health-experts-say>

2/7

The report, obtained by *Arabian Business*, describes the WHO report (which dates back to 2005) as "misleading" owing to the fact that the health organisation only refers "to the volume of aerosol produced, and does not consider the composition of the aerosol relative to cigarette smoke."

Among its conclusions, the report said that water pipe users inhale far fewer harmful emissions and far less nicotine than cigarette smokers.

Similar to the way other heated tobacco products operate, the study honed in on the fact that waterpipes heat, rather than burn, shisha molasses at low temperatures – typically 190 degrees. As a result, it said the cigarette smoke is far more toxic, which burns the tobacco at temperatures of between 400 and 900 degrees.

The report sought to assess potential toxicant exposures, based on consumption patterns and to assess the potential differences in levels of toxicants in cigarettes and shisha.

The new study assessed potential toxicant exposures based on these benchmark consumption patterns.

The first part of the two-part study showed that there are far fewer harmful constituents per millilitre of shisha aerosol than per millilitre of cigarette smoke.

Part two of the study found that average shisha users are exposed to 97 percent less nicotine than typical smokers, and at least 85 percent less of other emissions of concern than a pack a day cigarettes smoker. Many harmful constituents found in cigarette smoke were not found to be present in shisha aerosol at all.

"When comparing tobacco products, it is much more important to analyse the levels of individual toxicants that appear in the smoke or aerosol, since they are widely recognised as being relevant to the health effects of tobacco use," the report said.

The study also suggested that emissions of concern could be reduced further in shisha by business innovation aimed at reducing the level of charcoal emissions which can get into the aerosol.

- Aa +

By Neil Halligan
Update the report is available on CORESTA's (Cooperation Centre for Scientific Research Relative to Tobacco) website (https://www.coresta.org/sites/default/files/abstracts/2019_STPOST25_Wilkinson.pdf).

For the latest retail news (<https://www.arabianbusiness.com/industries/retail>) from the UAE and Gulf countries, follow us on Twitter (<http://twitter.com/ArabianBusiness>) and LinkedIn (<https://www.linkedin.com/company/arabian-business/>), like us on Facebook (<http://www.facebook.com/ArabianBusiness>) and subscribe to our YouTube (http://www.youtube.com/user/arabianbusiness/featured?sub_confirmation=1) page, which is updated daily.



Summary

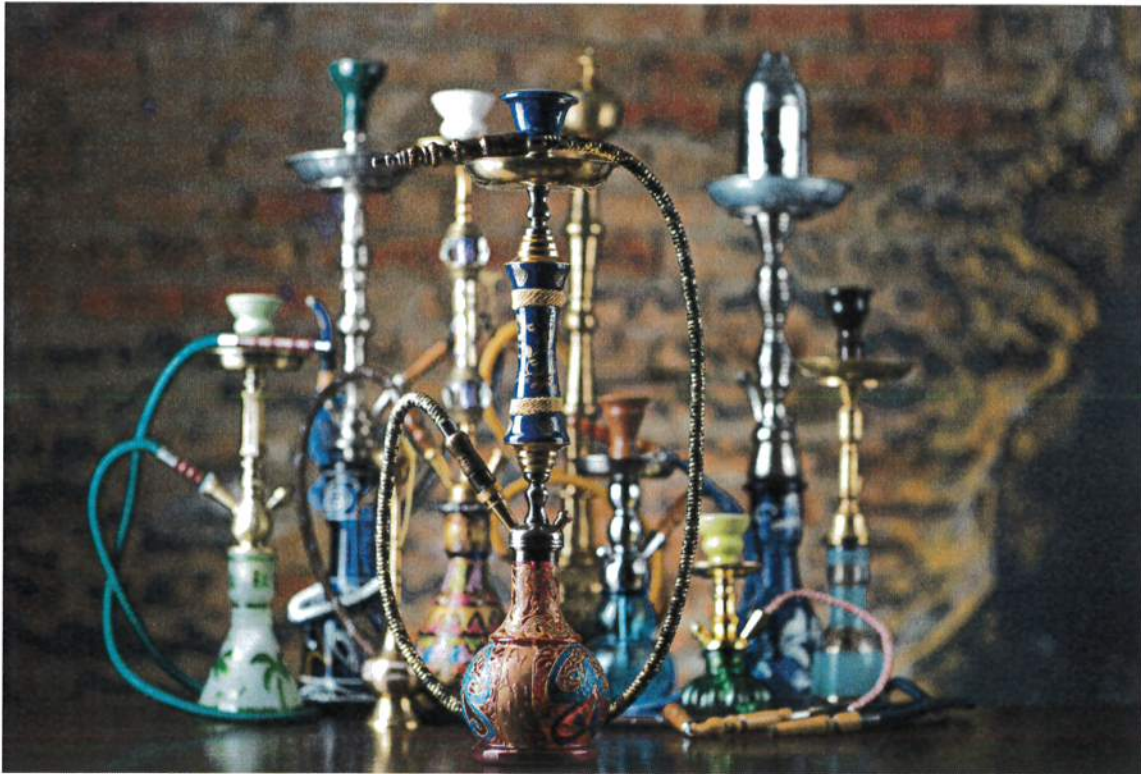
This document has been prepared by organizations and businesses representing diverse communities for whom hookah is a unique and integral part of social and economic life.

We agree with Los Angeles' attempts to protect public health and stop underage tobacco use.

- **Children should not use hookah.** We support rigorous enforcement of LA's minimum smoking age of 21, including penalties for businesses that fail to comply with age verification requirements.
- **Hookah should be regulated.** All hookah products and ads are required to carry health warnings. Strict penalties should be enforced on businesses that fail to comply with age verification requirements.

We ask Los Angeles to exempt hookah from the flavor ban targeting cigarettes and vaping, because hookah:

- Has a unique culture and history
- Is used socially and infrequently
- Is not commonly used by teens
- Is not like cigarettes or vaping
- Has minimal amounts of tobacco and is predominately flavored



Key facts about hookah

Hookah's unique history spans centuries and continents, uniting many of LA's diverse communities.

-Hookah has been a fixture of social activity since its first appearance in India in the 16th century. Hookah evolved from 17th century Persia to 18th century Turkey to 19th century Egypt, Israel, Armenia, and Pakistan, reaching the United States in the late 1800s when immigrants from these countries settled in American cities like LA (1).

-Hookah is a symbol of respect, hospitality, and social engagement in many communities. Hookah is an integral part of social life in these communities, just as other communities' social norms might include drinking coffee in a cafe, beer at a BBQ, or wine at a tapas bar.

-LA is home to hundreds of thousands of people with heritage from the Middle East, West Asia, and North Africa and more than 2000 hookah-related businesses (2).

Hookah use is social, infrequent, and not intoxicating.

A 2018 FDA study showed almost 90% of Americans who use hookah do so no more than once per month (3). By comparison, the average American cigarette smoker smokes 14 cigarettes per day (4), and vapers can vape compulsively around the clock.

-The same FDA study showed that the majority of people (50-60%) use hookah mostly in cafes or lounges (5).

-For many communities, hookah is a non-intoxicating fixture of social interaction, including in some circumstances where social norms do not include drinking alcohol or using other substances.

Hookah is not commonly or easily used by teens.

-Hookah waterpipes are traditionally three feet tall, but some are as large as six feet. They cannot be easily transported or concealed from parents or teachers.

-While a small number of teens may try hookah once or twice, just as they try other risky behaviors, the CDC found that just 2% of high school students used hookah in the last 30 days, more than six times lower than the number of teens who vape (6).

-From the mayor of San Diego to the governor of California, politicians have admitted that hookah is “not the problem” in classrooms and for teens (7).

Hookah is nothing like cigarettes or vaping.

-Shisha is a mixture containing only between 15 and 20 percent tobacco. It cannot be rolled into cigarettes or used in a vape “pod” or any other device besides a hookah waterpipe.

-Hookah waterpipes create aerosol that is 60% water and heat shisha at a temperature that is four times lower than a burning cigarette. By contrast, cigarette smoke is 75 percent tar, carbon monoxide, and nicotine (8).

-The low frequency of use indicates hookah is a uniquely social activity, not a compulsive behavior like smoking cigarettes or vaping.

-Hookah aerosol contains 25 times less nicotine per ml and has far fewer harmful constituents than cigarette smoke (9).

-We do not claim hookah is healthy, but common claims comparing hookah aerosol to cigarette smoke are wrong and misleading. Regardless of the volume of aerosol produced, the content is completely different from cigarette smoke.

-Hookah is not implicated in the CDC’s investigation of illnesses related to vaping (11).

Hookah has very little tobacco and is almost always flavored.

-Flavors including honey and molasses were added to shisha more than a century ago.

-Because shisha contains only between 15 and 20 percent tobacco, the product contains mostly molasses or corn syrup and food-grade flavoring.

-Unflavored shisha would, by definition, contain much more tobacco than shisha now.

-We are not aware of unflavored shisha being available in the United States, and very little is manufactured globally.

HOOKAH FACTS AT A GLANCE

5

centuries of history

15

percent tobacco in shisha

89

percent of hookah users enjoy
hookah once per month or less

PREPARED AND SUBMITTED BY:

Hookah Chamber of Commerce

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Starbuzz



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