VOTE YES ON 31: PROTECT KIDS FROM BIG TOBACCO.

Every word you just read from the "no" campaign was paid for and written by Big Tobacco. Don't fall for Big Tobacco's lies.

Tobacco companies used candy flavors to trick millions of kids into trying addictive nicotine, creating the youth e-cigarette epidemic. Now, Big Tobacco wants to trick California voters into voting no.

Yes on 31 is an effective policy that is proven to reduce use by kids by taking candy-flavored tobacco off store shelves.

Big Tobacco doesn't care about your "freedoms." Big Tobacco only cares about getting the next generation hooked on nicotine. Using candy flavors to lure kids into becoming lifelong customers is how tobacco companies make big profits while causing addiction, disease, and death.

That's why the American Lung Association, American Heart Association, the American Cancer Society Cancer Action Network, teachers, school nurses, and pediatricians are asking you to vote Yes on 31. Big Tobacco is spending millions to fool you into voting no.

YES on 31 protects minority communities from Big Tobacco's predatory marketing. Big Tobacco preys on Black neighborhoods, spending billions to lobby, advertise and market minty-menthol cigarettes – the original candy flavor – to Black youth. In the 1950's, fewer than 10% of Black Americans who smoked used menthols. Today, that number has skyrocketed to 85%.

Don't believe Big Tobacco's lies. Get the facts at VoteYesOn31.com

VOTE YES ON 31:

Rick L. Callender, President
California Hawaii State Conference NAACP

Robert E. Wailes, M.D., President
California Medical Association
REBUTTAL TO ARGUMENT
AGAINST PROPOSITION 3

Sheri Coburn, Executive Director
California School Nurses Organization