BALLOT LABEL

REFERENDUM ON 2020 LAW THAT WOULD PROHIBIT THE RETAIL SALE OF CERTAIN FLAVORED TOBACCO PRODUCTS. A “Yes” vote approves, and a “No” vote rejects, a 2020 law prohibiting retail sale of certain flavored tobacco products. Fiscal Impact:

Decreased state tobacco tax revenues ranging from tens of millions of dollars annually to around $100 million annually.
Proposition 31
Referendum on 2020 Law That Would Prohibit the Retail Sale of Certain Flavored Tobacco Products.

Yes/No Statement
A YES vote on this measure means: In-person stores and vending machines could not sell most flavored tobacco products and tobacco product flavor enhancers.

A NO vote on this measure means: In-person stores and vending machines could continue to sell flavored tobacco products and tobacco product flavor enhancers, as allowed under other federal, state, and local rules.
50-word ballot measure summary for the argument

☒ IN FAVOR OF ☐ AGAINST

Proposition # 31

Include text of summary argument here (50 word maximum):

Yes on 31 protects kids by ending the sale of candy-flavored tobacco, including e-cigarettes and minty-menthol cigarettes. 80% of kids who've used tobacco started with a flavored tobacco product. A YES on 31 vote will save lives and save taxpayers money by preventing tobacco-related healthcare expenses.

"Whom to Contact for More Information"

This information will appear in the state Voter Information Guide.

Contact Name: Yes on Proposition 31, Committee to Protect California Kids
Organization: 
Address: 555 Capitol Mall Suite 400
Sacramento, CA 95814
Telephone: (_____) __________
E-mail: Info@YesOnProp31.com
Website: VoteYesOn31.com
See next page, attached.
• **NO ON PROP 31 - 50 WORD SUMMARY**

Prop 31 is adult prohibition. It is ALREADY illegal to sell any tobacco products – including vapes – to anyone under 21. Prop 31 costs taxpayers $1 billion over four years, while criminal gangs benefit by controlling increased smuggling and underground markets, leading to more neighborhood crime. Prohibition never works. Vote No on Prop 31.

• **NO ON PROP 31 – CONTACT FOR MORE INFORMATION**

VoteNoOnProp31.com