

Bill 90- Flavoured Tobacco and Menthol

My name is [REDACTED] and I am a Grade 9 student [REDACTED]. In my opinion, Bill 90 can't come quick enough. My school, is chock full of my amazing peers and great staff and yes, flavoured tobacco.

It's kind of funny, looking back on the way my class started out in Grade 7. I have spent countless hours with people who are my best friends, and soon graduates. I have also watched them fall into the battle between luck, and adolescent addiction. If I was a detective, and was to trace this crime to its origin, it wouldn't be a missing gene, or a susceptibility to addiction; it would be flavoured tobacco and menthol.

It is so glamorous as a youth, to toy around with the word tobacco. But before, it was harsh, and scary. Now, these products are flavoured, like cherry and bubblegum, or smooth like menthol. So how, without this Ban do we protect our youth, my peers and me from these advertising lies?

We are kids, as much as we want to be treated like adults, but we are so vulnerable to ploys. We are kids, yet to such cruel industries that are hiding the truth from consumers; we are the new generation of addiction. And boy, do they know how to hook us.

And what happens if youth get bored with flavours, and move on the real thing? This isn't a what if question, this is a when. This is the truth. Tobacco industries are building an army of addicts out of my generation and flavoured tobaccos are the gateway.

Because, honestly, flavoured tobacco products are targeted to youth. Flavoured tobacco and menthol are new, and taste and smell good. Like the candies we have been eating growing up on Halloween, and fruits we associate with happiness and fun. We are lying to ourselves.

We need to support this Bill, and end the cycle at its start. Flavoured tobacco and menthol is the root of the problem, and without them the rest won't grow. Without them my generation are youth again, not addicts. Without them they just might win the battle, you know, the one between luck, and adolescent addiction.