



Colorado Department
of Public Health
and Environment

NEWS RELEASE

Office of Communications
Colorado Department of Public Health and Environment

4300 Cherry Creek Dr. S. | Denver, CO 80246
303-692-2021 | cdpheofficeofcommunications@cdphe.state.co.us

FOR IMMEDIATE RELEASE: Aug. 5, 2011

CONTACT:

Mark Salley
Communications Director
303-692-2013
mark.salley@state.co.us

State Board of Health to hold public hearing about new dissolvable tobacco products in Colorado

DENVER – On Aug. 17, from 12:30 p.m. to 2:30 p.m., the Colorado Board of Health will hold a public hearing at its regular monthly meeting to discuss health concerns related to new dissolvable tobacco products being test-marketed in the state.

Dissolvable tobacco products represent the newest line of tobacco products marketed by the tobacco industry. These products pose potential health concerns, particularly because of their appeal to youth. Some new dissolvable tobacco products resemble breath mints and strips. Counties throughout Colorado have reported seeing these new products in local stores.

“The Board of Health wants to provide an opportunity for public input on the sale of dissolvable tobacco products in Colorado. The public health concern is that the composition, packaging and flavoring may have a particular appeal to kids. In 1989, the board adopted a resolution opposing the marketing and sale of a new tobacco product, and the board may consider a similar resolution for these dissolvable tobacco products,” said Laura Davis, board president.

Colorado research has shown children have easy access to tobacco products, with nearly half the children who purchased tobacco illegally reporting they were not asked to show any proof of age.

Dr. Chris Urbina, executive director and chief medical officer at the Colorado Department of Public Health and Environment said, “While data specific to tobacco dissolvables are not yet available, the research on cigarettes and tobacco is conclusive. Tobacco is highly addictive, and use of tobacco products can lead to cancer, heart disease and stroke.”

More than 80 percent of adults who use tobacco started before the age of 18. Tobacco use remains the leading cause of preventable disease and death and is a major driver in health care costs.

For the full Colorado Board of Health agenda, please go to <http://www.cdphe.state.co.us/op/bh/agendas/BOHAugust17AgendaAPPROVED.pdf>