

New Brunswick

Provincial ban on flavoured tobacco begins New Year's Day

Ban will prohibit sales of flavoured cigars, menthol cigarettes, and flavoured cigarillos

By Phillip Drost, CBC News | December 30, 2015

Customers at smoke shops are going to have less to choose from in the new year, because of a new provincial ban on flavoured tobacco.

The new legislation, aimed at discouraging smoking is coming into effect on New Year's Day. Prohibited products will include flavoured cigars, flavoured papers, menthol cigarettes and flavoured cigarillos.

Angela Boudreau works at the Brilliant Smoke Shop in Fredericton. She said customers are upset about the new legislation, and think it's unfair.

"The ones that use them are very unhappy," said Boudreau.

Brilliant Smoke Shop has been getting rid of some of the products and only has a few flavoured tobacco brands left for people to buy before the ban comes into effect.

"A lot of them are saying they're going to quit, a lot are bulk-ordering right now, and other than that their plans are to go to P.E.I. or Quebec to get them," said Boudreau.

This change is part of the provincial government's plan to discourage smoking and promote a healthier province. In July the same legislation made electronic cigarettes equivalent to regular cigarettes in the eyes of the law.

Barbara Walls from the New Brunswick Lung Association is pleased with the steps the government has taken. She said that of the high school students who use tobacco in New Brunswick, over 50 per cent are using flavoured tobacco.

"It's important to not have a product that's so enticing available so readily. Youth are turning to it. People also think it's a tool to help them quit smoking," said Walls.

Walls said what needs to be looked at now, is the people who are currently struggling with addiction.

"I think we need to balance not only banning and restricting the accessibility to tobacco products and flavoured tobacco and e-cigarettes, but we also need to come up with a very concise and consistent support program."

<http://www.cbc.ca/news/canada/new-brunswick/provincial-ban-flavoured-tobacco-1.3384872>