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**Subject:** FW: Removing Adult-Only Store Exemptions for Flavored Tobacco Regulations  
**Attachments:** Los Gatos Removing Adult stores exemption 10-1-19 .pdf

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**From:** Jen Grand-Lejano <[jen.grandlejano@cancer.org](mailto:jen.grandlejano@cancer.org)>  
**Sent:** Friday, September 27, 2019 3:30 PM  
**To:** Council <[Council@losgatosca.gov](mailto:Council@losgatosca.gov)>  
**Subject:** Removing Adult-Only Store Exemptions for Flavored Tobacco Regulations

Dear Mayor Leonardis and Members of the Los Gatos Town Council,

Please see the attached letter urging you to remove adult-only tobacco shop exemptions so that you can truly end the sale of flavored tobacco products citywide. Thank you for taking action to close this loophole. Please let me know if you have any questions.

**Jen Grand-Lejano**  
Northern California Government Relations Director  
(510) 464.8107 | m: (925) 639.9130

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American Cancer Society Cancer Action Network, Inc.  
1001 Marina Village Parkway Suite 300  
Alameda, CA 94501  
[fightcancer.org](http://fightcancer.org) | 1.800.227.2345



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September 26, 2019

The Honorable Steve Leonardis  
Los Gatos Town Council  
110 E. Main Street  
Los Gatos, CA 95030

Dear Mayor Leonardis and Members of the Los Gatos Town Council:

The American Cancer Society Cancer Action Network's mission is to end suffering and death from cancer, and we are committed to advancing that mission in the Town of Los Gatos. To that end, we are deeply concerned about the availability of flavored tobacco products, which is contributing to a growing epidemic that is plaguing our communities here in Northern California and nationwide. The Council led the Bay Area in ending the sale of flavored tobacco products but stopped short by exempting adult-only tobacco shops. We urge you to close that loophole and remove exemptions for adult-only tobacco shops and truly put an end to all sales of flavored tobacco products to protect the lives of our young people from predatory marketing of the tobacco industry.

We've learned from experience that exempting adult-only stores is problematic and weakens what could be a strong policy. This exemption leaves flavored tobacco products available in the community, is difficult to implement and enforce, and is perceived by other tobacco retailers as unfair. After a similar exemption for adult only stores passed in Oakland, the town saw the number adult-only tobacco stores jump from only a few to more than 45.

Four out of five youth who have ever used a tobacco product started with a flavored tobacco product, and when asked why, say because they come in flavors they like. With more than 15,000 flavors of tobacco like sour worm and cotton candy, it's clear that our youth are being targeted for lifelong addiction. A recent study concluded that youth who use e-cigarettes are more than four times more likely to try cigarettes and nearly 3 times as likely to smoke cigarettes than those youth who never tried e-cigarettes. Young people who smoke menthol cigarettes are disproportionately African American, Asian American, LGBT and from low-income communities already significantly impacted by tobacco-related disease. Prohibiting the sale of all flavored tobacco products including menthol cigarettes in all stores removes much of the allure of these products and is a key component of a comprehensive strategy to effectively help reduce tobacco initiation, and subsequent addiction.

The Town Council needs to make the health of Los Gatos youth a priority and join its neighbors in the numerous communities throughout California who have adopted strong policies to end the sale of all flavored tobacco products without exemptions for adult-only stores.

Sincerely,

Jen Grand-Lejano  
Government Relations Director, Northern California  
American Cancer Society Cancer Action Network