

Health & Human Services Committee  
Testimony in Support of LD 1215  
An Act to End the Sale of Flavored Tobacco Products  
April 25, 2023

Good afternoon members of the Health & Human Services Committee. My name is Jordyn Rossignol and I am here today in support of LD 1215. As a mother of two, I am deeply concerned by the widespread availability of flavored tobacco products that are marketed to young people. Despite my best efforts to raise my children to make healthy choices, I worry about the frequent exposure they have to these products, which are designed to appeal to their developing taste buds and sense of curiosity.

The tobacco industry has a long history of targeting young people with flavored products, from bubblegum and cotton candy to mint and menthol. These products make it easier for children and teens to experiment with tobacco, and studies have shown that flavored tobacco products are more attractive to young people than their non-flavored counterparts.

As a mother, I find it incredibly frustrating that my efforts to promote a healthy lifestyle for my children are being undermined by the availability of these products. I am constantly having to explain to my children why they see advertisements for bubblegum-flavored e-cigarettes or why older kids are using flavored tobacco products. It is a constant battle to keep them on track and to help them make informed decisions about their health.

That's why I strongly support the bill to end the sale of flavored tobacco products in Maine. This legislation will help to protect our children from the harmful effects of tobacco and will make it harder for the tobacco industry to market to young people. It will also send a clear message that we value the health and well-being of our children and will not allow them to be targeted by companies whose only concern is their bottom line.

We owe it to our children to do everything we can to promote a healthy lifestyle and to protect them from the harmful effects of tobacco. By supporting this bill, we can take an important step towards achieving these goals and creating a healthier future for our children. Thank you.

Sincerely,

Jordyn Rossignol  
Caribou