



Dear Tobacco Retailer,

This letter is to inform you of a new statewide tobacco law and provide a resource for implementation of this law.

On November 8, 2022, California voters passed Proposition 31, prohibiting the sale of *most* flavored tobacco products in California. This ballot measure upholds a state law, [Senate Bill 793](#) (Chapter 34, Statutes of 2020), signed in 2020. The passing of Proposition 31 to uphold SB 793 is a step forward in public health prevention efforts and furthering the protection of youth and other at-risk populations.

The law will [take effect the five \(5\) calendar days](#) after the Secretary of State certifies the election results. Certification is expected on December 16, 2022, with the law anticipated to go into effect on **December 21, 2022**.

The following tobacco products will be **prohibited**:

- Flavored e-cigarettes or vapes, e-juice, pods, or cartridges,
- Menthol cigarettes,
- Flavored little cigars and cigarillos,
- Flavored loose leaf roll-your-own tobacco,
- Flavored smokeless tobacco products,
- Flavored tobacco rolling papers, and
- Tobacco product flavor enhancers.

Ahead of implementation, the Mariposa County Economic Development Division and Public Health Tobacco Education team have resources available for your business. We are available for any questions, concerns, or comments.

This [Business Resource](#) has been developed for your convenience.

Please contact Economic Development Specialist, Tara Schiff at tschiff@mariposacounty.org to receive additional support with business planning and/or assistance.

The Tobacco Education team is available to provide support via community education or educational materials. Please email hhsa.tobaccoeducation@mariposacounty.org

Also, please be sure to check out:

- [California Prohibits Retailers from Selling Flavored Tobacco Products](#)
- [California's flavored tobacco ban explained | UNDO.org](#)
- [California Flavored Tobacco Law website for helpful retailer information and resources.](#)

Visit [Kick It California's website](#) for free services offered. Thank you for complying with California tobacco sales laws.

Sincerely,

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