Facts about Hookah

Health Risks
At least 82 toxic chemicals and carcinogens have been identified in hookah smoke.¹

One hookah session delivers approximately 125 times the smoke, 25 times the tar, 2.5 times the nicotine and 10 times the carbon monoxide as a single cigarette.²

Hookah smoking has been associated with lung cancer, respiratory illness, and periodontal disease.³

Kid Friendly Flavors

Smoking hookah for 45 to 60 minutes can be equivalent to smoking 100 or more cigarettes.⁴

Impact on Youth
81% of youth tobacco users say the first tobacco product they used was flavored, with hookah having the highest rate of flavored tobacco use among youth who currently use tobacco.⁵

79% of youth hookah users say they use hookah because it comes in flavors they like.⁶

15 to 23 year-olds who had never smoked cigarettes but had tried hookah were more likely to have started smoking cigarettes, become regular cigarette smokers, and smoke more cigarettes per day two years later.⁷

Marketing
A comprehensive analysis of 144 websites promoting hookah cafes found that none of the websites required age verification, less than 1% included a tobacco-related warning on the first page, and only 4% included a warning on any page.⁸

Hookah cafe promotional materials de-emphasize age limits, health warnings, and even that tobacco is involved in hookah smoking.⁹


6 Villanti, et al.


9 Primack, et al.