

# Facts about Hookah

## Health Risks

At least 82 toxic chemicals and carcinogens have been identified in hookah smoke.<sup>1</sup>

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.<sup>2</sup>

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

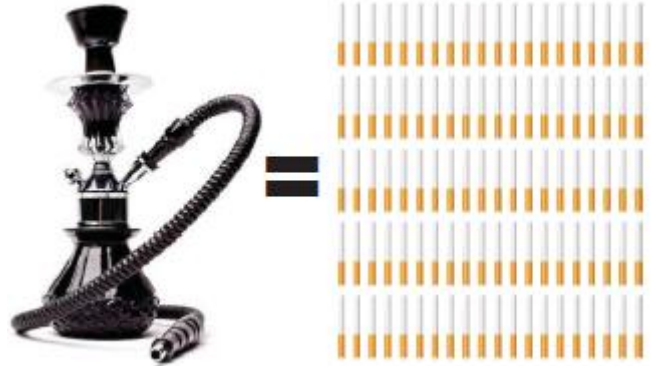


Photo Credit - California Department of Public Health

**Smoking hookah for 45 to 60 minutes can be equivalent to smoking 100 or more cigarettes.<sup>4</sup>**

## Kid Friendly Flavors

hookah service

Starbuzz Flavors			
Banana	Fuzzy Nave	Orange	Safari Melon Dew
Blue Mist	Grapefruit	Passion Fruit Mojito	Sex On The Beach
Blue Surfer	Guava	Peaches & Cream	Strawberry Margarita
Bubble Gum	Hard Rush	Piña Colada	Tropicool
Cherry	Irish Peach	Pineapple	Vanilla
Citrus Myst	Kiwi Strawberry	Pink	Watermelon Freeze
Coco Jumbo	Mango	Pink Lady	White Mint
Coconut	Melon Blue	Pirate's Cave	White Peach
Code 69	Mighty Freeze	Queen Of Sex	Wildberry Mint
French Orange			

Fumari	Al Fakher
Ambrosia	Blueberry
Blueberry Muffin	Banana
Lemon Mint	Chocolate
Red Gummy Bear	Double Apple
Spice Chai	Black Licorice Flavor
White Gummy Bear	Grape Gum
	Lemon
	Mint
	Orange
	Watermelon

Lounge Mixes	
Chai with Lemon (Fumari Spice Chai, Fumari Lemon Mint)	Mystical Illusion (Fumari Spice Chai, Vanilla, Mint)
Misty Mountain Hop (Irish Peach, White Peach, Mint)	Gaslamp District (Peaches & Cream, French Orange, Hint of Mint)
Double Mint (White Mint, Al Fakher Mint)	Gummy Bear (White Gummy Bear, Red Gummy Bear)
Purple Rain (Tangerine Dream, Blue Mist, Mint)	Tropic Thunder (Piña Colada, Pineapple, Mint)
Skittles (Strawberry Margarita, Queen Of Sex)	Usual Suspect (Safari Melon Dew, Irish Peach, Mint)
FruitLoops (Melon Blue, Samba Lemon, Mint)	Magic Myst (Blueberry, Wildberry Mint, Lemon Mint)
Fabuloustic (Watermelon, Orange, Chocolate)	Spanish Fly (Ambrosia, White Peach, Lemon Mint)
Super Bad (Code 69, Mighty Freezes, Vanilla)	Motown Flow (White Gummy Bear, Ambrosia, Mint)

## 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.<sup>5</sup>

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

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.<sup>7</sup>

## 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.<sup>8</sup>

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

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- <sup>1</sup> See e.g., Ward, KD, et al., "The waterpipe: an emerging epidemic in need of action," *Tobacco Control*, 24(S1): i1-i2, 2015. See e.g., Sepetdijian, E, et al., "Measurement of 16 Polycyclic Aromatic Hydrocarbons in Narghile Waterpipe Tobacco Smoke," *Food and Chemical Toxicology*, 46: 1582-1590, 2008. Schubert, J., et al., "Mainstream Smoke of the Waterpipe: Does this Environmental Matrix Reveal as Significant Source of Toxic Compounds?" *Toxicology Letters*, 205(3): 279-284, 2011. Jacob, P., et al. "Nicotine, Carbon Monoxide and Carcinogen Exposure After a Single Use of a Water Pipe," *Cancer Epidemiology, Biomarkers, & Prevention*, 20: 2345-2353, 2011.
- <sup>2</sup> U.S. Department of Health and Human Services. Preventing Tobacco Use Among Youth and Young Adults: A Report of the Surgeon General. 2012.
- <sup>3</sup> Akl, E.A., et al., "The effects of waterpipe tobacco smoking on health outcomes: a systematic review". *International Journal of Epidemiology*, 2010. 39(3): p. 834-857.
- <sup>4</sup> World Health Organization Study Group on Tobacco Product Regulation, "Advisory note: waterpipe tobacco smoking: health effects, research needs and recommended actions by regulators— 2nd ed." *World Health Organization*, 2015.
- <sup>5</sup> Villanti, Andrea C., et al. "Flavored Tobacco Product Use in Youth and Adults: Findings From the First Wave of the PATH Study (2013–2014)." *American Journal of Preventive Medicine*, vol. 53, no. 2, 2017, pp. 139–151., doi:10.1016/j.amepre.2017.01.026.
- <sup>6</sup> Villanti, et al.
- <sup>7</sup> Soneji S, et al. "Associations Between Initial Water Pipe Tobacco Smoking and Snus Use and Subsequent Cigarette Smoking: Results from a Longitudinal Study of US Adolescents and Young Adults". *Journal of the American Medical Association Pediatrics*; 2015, 169(2):129-36.
- <sup>8</sup> Primack, Brian A., et al. "U.S. Hookah Tobacco Smoking Establishments Advertised on the Internet." *American Journal of Preventive Medicine*, vol. 42, no. 2, 2012, pp. 150–156., doi:10.1016/j.amepre.2011.10.013.
- <sup>9</sup> Primack, et al.