
A BILL FOR AN ACT

RELATING TO CIGARETTES.

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF HAWAII:

1 SECTION 1. The legislature finds that cigarette sales in
2 the United States have been falling since 1998. To hold market
3 share, tobacco companies have launched an array of smoking
4 products. One new product offers "purse packs" that are
5 cigarettes packaged in a box approximately the size of a single
6 lipstick package that contain super slim or ultra slim
7 cigarettes -- cigarettes having a reduced circumference smaller
8 than that of a standard cigarette circumference of twenty-five
9 millimeters. These "purse packs" were initially marketed in the
10 United States on October 9, 2008, by Philip Morris USA.

11 According to the American Legacy Foundation, Virginia Slims
12 Super Slims Lights and Super Slims Ultra Lights, which are
13 packaged in pink and teal-colored lipstick-sized packs of twenty
14 cigarettes that are smaller in circumference than normal
15 cigarettes, are clearly designed to appeal to teenage girls.
16 The American Cancer Society, Cancer Action Network, American
17 Heart Association, American Lung Association, American Medical

1 Association, the Campaign for Tobacco-Free Kids, and two dozen
2 other health and women's groups have protested the pink and teal
3 purse packs and demanded their removal from shelves, saying
4 their introduction and marketing demonstrate that Philip Morris
5 USA shows contempt for women and their health by putting a pink
6 gloss on a product that causes lung cancer and heart disease,
7 two of the leading killers of women.

8 The purpose of this Act is to prohibit the sale or
9 distribution, in Hawaii, of cigarettes having a reduced
10 circumference smaller than that of a standard cigarette
11 circumference of twenty-five millimeters.

12 SECTION 2. Chapter 245, Hawaii Revised Statutes, is
13 amended by adding a new section to be appropriately designated
14 and to read as follows:

15 "§245- Cigarettes; reduced circumference; sale or
16 distribution prohibited; fines. (a) No cigarette having a
17 reduced circumference smaller than that of a standard cigarette
18 circumference of twenty-five millimeters, may be sold or
19 distributed within the State or imported into the State.

20 (b) Any person violating this section shall be subject to
21 a fine of not more than \$. A second or subsequent

1 violation shall be subject to a fine of not more than
2 \$ _____."

3 SECTION 3. This Act does not affect rights and duties that
4 matured, penalties that were incurred, and proceedings that were
5 begun, before its effective date.

6 SECTION 4. New statutory material is underscored.

7 SECTION 5. This Act shall take effect upon its approval.

Report Title:

Cigarette; Reduced Circumference; Prohibitions; Fines

Description:

Prohibits the sale or distribution of cigarettes having a reduced circumference smaller than that of a standard cigarette circumference of twenty-five millimeters and imposes fines.
(SD1)