



CITY OF LONG BEACH

DEPARTMENT OF HEALTH AND HUMAN SERVICES
BUREAU OF ENVIRONMENTAL HEALTH



2525 GRAND AVENUE ROOM 220 • LONG BEACH, CALIFORNIA 90815 • (562) 570-4132
WWW.LONGBEACH.GOV/HEALTH/EH

IMPORTANT NOTICE

January 31, 2020

Dear Tobacco Retail Operator(s):

The Long Beach City Council adopted the Long Beach Municipal Code (LBMC) Chapter 5.94, temporarily prohibiting the sale of certain flavored tobacco products within the City of Long Beach. Under the ordinance, flavored tobacco products including: flavored cigarillos, flavored electronic smoking devices (such as electronic cigarettes, electronic cigars, electronic pipes, electronic hookahs, vapes, vaporizers, and vape pens), flavored electronic smoking device fluid, both nicotine and non-nicotine and menthol cigarettes are prohibited and shall not be sold or distributed. This shall remain into effect for one (1) year from the effective date of January 5, 2020, unless further extended by City Council. A link to the full ordinance can be found at www.longbeach.gov/TREP.

Retailers have 180 days from the effective date to comply. All flavored products must be removed on or before **Friday, July 3rd, 2020** as defined in LBMC Chapter 5.94, Subsection H.

H. "Flavor" means an artificial or naturally-occurring substance that contains a taste or smell, other than taste or smell of tobacco, that is imparted either prior to or during the consumption of the product or any byproduct produced by the tobacco product, including, but not limited to, any taste or smell relating to chocolate, coffee, cocoa, menthol, mint, wintergreen, vanilla, honey, coconut, licorice, nuts, fruit, or any candy, dessert, alcoholic or non-alcoholic beverage, herb, spice, or any concept flavor. "Flavor includes flavor in any form, mixed with or otherwise added to any tobacco product, including electronic smoking devices.

Retailers must comply with federal, state and local tobacco-related laws, including provisions of the City's Tobacco Retail Permit. Information about the City's Tobacco Retail Permit can also be found in Section 5.81 of the Long Beach Municipal Code. Business owners are responsible for ensuring this ordinance is being enforced within their establishments. Non-compliance may result in legal action including administrative citations, grounds for suspension, denial, or revocation of any permit as set forth by LBMC Chapter 5.81.

Implementation and enforcement of this provision will be primarily undertaken by the Long Beach Department of Health and Human Services, Environmental Health Bureau. Expect increased inspections during the effective time via routine and complaint-driven inspections. The goal of Tobacco Retail Enforcement Program (TREP) is to encourage responsible tobacco retailing and to discourage violations of tobacco-related laws, especially those which prohibit or discourage the sale or distribution of tobacco and nicotine products to minors and adults under the age of 21.

Attached is a frequently asked questions (FAQ) for your reference. To receive this FAQ and notice in Khmer or Tagalog, or for more information, please contact Nicole Lujan at TREP (562) 570-7905.

Sincerely,

A handwritten signature in blue ink, appearing to read "Judeth Luong".

Judeth Luong MPH, REHS
Environmental Health Operations Officer