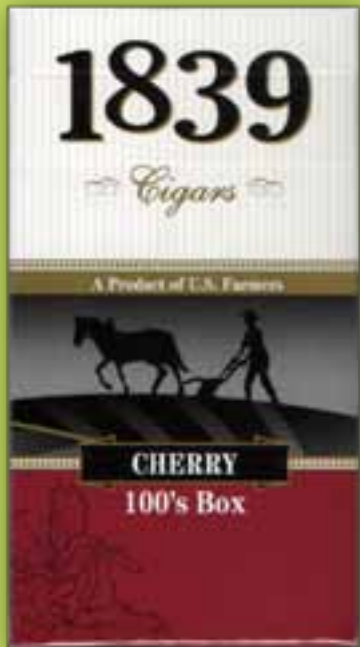


Which product is cheaper?



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The tobacco industry targets young people in Massachusetts.

The tobacco industry uses three main tactics in its efforts to hook kids on tobacco products. The industry makes its products:

- **Cheap:** The tobacco industry prices its products cheaply to encourage impulse buys by adolescents.
- **Sweet:** The tobacco industry sells products in sweet flavors that appeal to young people.
- **Easy to Get:** These cheap, flavorful tobacco products are easily available to young people in gas stations, pharmacies, corner stores, grocery stores, mini-marts, and many other types of retail stores throughout Massachusetts.

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