Hookah is available in a wide variety of kid-friendly flavors like bubble gum, cola, blueberry, strawberry cream and watermelon. These flavors are highly appealing to youth. They are also sold through many online retailers that lack adequate age verification.

88.7% of youth who have ever smoked hookah started with a flavored product and more than three-quarters (78.9%) of youth hookah users report that they use hookah “because they come in flavors I like.”

Hookah is often used in social settings, with the same mouthpiece passed from person to person.

**HOW HOOKAH WORKS**

- The hookah waterpipe consists of a head, body, water bowl, and hose, although they can vary in size and shape.
- The hookah waterpipe uses special tobacco (also called shisha) that is heated by charcoal to produce smoke, which passes through water before being drawn through a hose.
- Hookah is often used in social settings, with the same mouthpiece passed from person to person.

**FLAVORED HOOKAH ATTRACTS YOUTH USERS**

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- 88.7% of youth who have ever smoked hookah started with a flavored product and more than three-quarters (78.9%) of youth hookah users report that they use hookah “because they come in flavors I like.”

**HOOKAH USE IS LINKED TO SERIOUS HEALTH HARMs**

- Although many hookah users think it is less harmful, hookah smoke contains many of the same toxic agents found in cigarette smoke that are known to cause lung, bladder, and oral cancers. Hookah is not a safe alternative to cigarette smoking.
- Hookah also contains nicotine, an addictive drug that can have lasting damaging effects on adolescent brain development and has been linked to a variety of adverse health outcomes for the developing fetus.
- Because the flavors and the smoking technique create a more soothing experience, hookah smokers can inhale more deeply and spend more time in a hookah session, exposing the user to more smoke over a greater period of time than what occurs when smoking a regular cigarette.
- The burning of charcoal to heat hookah tobacco can also pose additional health risks because it produces dangerous substances like carbon monoxide.
**QURAN AND PROPHETIC SAYINGS ON TOBACCO USE**

The Quran gives behavioral guidance:

- “…make not your own hands contribute to your destruction”
  
(Quran 2:195)
- “Whoever kills a soul unless for a soul or for corruption [done] in the land – is as if he had slain mankind entirely.” (Quran 5:32)
- Numerous religious rulings, including that from Al-Azhar University in Egypt, have declared nicotine prohibited. The Permanent Committee of Academic Research and Fatwa in Saudi Arabia made the following statement:

  "In view of the the harm caused by tobacco, growing, trading in and smoking of tobacco are judged to be haram (forbidden). The Prophet (ﷺ) is reported to have said, 'Do not harm yourselves or others.' Furthermore, tobacco is unwholesome, and God says in the Qur'an that the Prophet (ﷺ) 'enjoins upon them that which is good and pure, and forbids them that which is unwholesome.'"

- "To grow it, package it, consume it, all of it would be forbidden. Every step of the way, it's all forbidden. If something is forbidden to use, it would be forbidden to sell." – Imam & Muslim Scholar Zaid Shakir on the use and sale of tobacco by Muslims
- "The effects of both tobacco and nicotine products are something we lack understanding of in our community. There are serious health harms with no religious significance. Kid friendly flavors play a significant role in drawing our young people to use hookah." – Dr. Amber Khan, IMANA Education Chair

**POLICY SOLUTIONS TO REDUCE HOOKAH USE AMONG YOUTH AND YOUNG ADULTS**

- The Food and Drug Administration, States and localities have clear authority to restrict the sale of flavored tobacco products, such as flavored hookah, to reduce tobacco use and its harms to its citizens.
- In states or localities with smoke-free laws, hookah bars often receive an exemption. Removing these loopholes can reduce exposure to secondhand smoke and help to denormalize hookah use.
- High prices on tobacco products make them less affordable to youth and are an effective way to reduce youth tobacco use. Having hookah and other smoking tobacco available at lower prices is a public health concern as it provides cigarette smokers with an alternative lower-priced tobacco product that pose many serious health risks. It also incentivizes smokers to switch products rather than quit in response to high prices.

sources: https://www.tobaccofreekids.org/assets/factsheets/0384.pdf