

New Tobacco Legislation: AB3218 & SB1230

Background:

California passed two new tobacco laws, Assembly Bill (AB) 3218 and Senate Bill (SB) 1230, that took effect on January 1, 2025. The laws should be fully implemented no later than December 31, 2025. Together, these laws strengthen California's existing ban of flavored tobacco products, SB793, and streamlines enforcement against prohibited flavored tobacco product sales.

Assembly Bill (AB) 3218

AB3218 ensures full compliance with the flavored tobacco ban by:

- Creating a publicly available "Unflavored Tobacco List" that is managed by the State Attorney General.
- Allowing penalties against manufacturers, distributors, wholesalers, and sellers for selling products not appearing on the Unflavored Tobacco List.
- Authorizing products not appearing on the Unflavored Tobacco List subject to seizure.
- Revising the definition of a prohibited "characterizing flavor" to include products that result in menthol-like cooling sensations and other flavors that are "distinguishable by an ordinary consumer."

Senate Bill (SB) 1230:

SB1230 strengthens tobacco oversight programs by:

- Allowing California Department of Tax and Fee Administration employees to seize and destroy flavored tobacco products.
- Increasing penalties for selling tobacco products to people under 21.
- Repealing the provision that tobacco sales to active-duty military personnel who are at least 18 years old.

Resources:

[Sacramento County Business Licensing](#)

[AB3128 Bill Text](#)

[SB1230 Bill Text](#)