

# WHAT YOU NEED TO KNOW ABOUT **FLAVORED TOBACCO**



## HAVE YOU EVER WONDERED WHY THERE AREN'T FLAVORED CIGARETTES?

Scientists have known for a long time that flavors make it easier and more appealing to start using tobacco. That's why in 2009, the federal government banned the sale of flavored cigarettes (except for menthol).

However, other flavored tobacco products are still on the market. These products include cigars, cigarillos (little cigars), smokeless tobacco, hookah, and vapes.

The number of youth using flavored tobacco products has **increased dramatically in recent years.**

**3** OUT OF **4**

KIDS WHO HAVE USED TOBACCO STARTED WITH A **FLAVORED PRODUCT**



MOST YOUTH SAY THEY USE TOBACCO BECAUSE

**"IT COMES IN FLAVORS I LIKE."**

## THE TOBACCO INDUSTRY LOVES FLAVORS

- Flavors mask the harsh taste of tobacco which makes it easier for kids to smoke.
- Flavored products are seen as safer than unflavored products. Many kids don't even realize these products contain high levels of nicotine.

MANY TOBACCO PRODUCTS COME IN KID-FRIENDLY FLAVORS LIKE **CARAMEL, BUBBLE GUM, WILD BERRY, AND MINT.**



## LOW PRICES ON FLAVORS

A 2009 federal law requires cigarettes to be sold in minimum packs of 20. However little cigars and cigarillos, which aren't included in the law, are often sold as singles or in small packs for less than \$1. This makes them very affordable for kids.



## TEEN VAPING ON THE RISE

A 2018 study found a 78% increase in vape use among high school students and a 48% increase among middle school students over the previous year. This coincides with a recent explosion of nicotine e-liquid flavor options.



## WHAT CAN BE DONE?

A growing number of communities have:

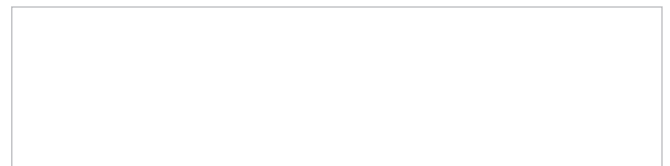
- Restricted the sales of flavored tobacco products (including menthol)
- Restricted the sales of vape products
- Limited the sale of tobacco products near schools
- Made tobacco less affordable for young people by setting minimum price and pack size requirements for all products

## OUR KIDS DESERVE BETTER

Limiting access to flavored tobacco will help protect our youth from a lifetime of addiction.

## LEARN MORE

Visit [www.flavorshookkids.org](http://www.flavorshookkids.org) or contact us:



### Sources

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