

The Truth About Flavored Tobacco



The use of flavored tobacco products such as cigars, cigarillos, smokeless tobacco, hookah tobacco, and e-liquids (used in e-cigarettes) has increased in recent years.¹ These products use **enticing flavors, colorful packaging and lower prices** to hook a new generation of tobacco users.

A Public Health Threat

Enticing Fruit and Candy Flavors



Sweet flavors like watermelon, cherry, chocolate, mint, and gummy bear **appeal to kids and teens.**²

Flavorings **mask the harsh taste of tobacco** which make it easier for youth to initiate tobacco use.²

Marketed to Young People

Flavored tobacco products often use the same flavoring chemicals as **popular brands** like Jolly Rancher, Kool-Aid, and Life Savers.³

Little cigars are often sold in small packages for **less than a dollar** and promoted as a low-cost alternative to cigarettes.^{4,5}

Colorful packaging and placement near the register makes them highly visible and attractive to kids.⁴



Growing Teen Use

A majority of youth report flavoring as a leading reason for using tobacco products.⁶ This includes:

82% of e-cigarette users

79% of hookah users

74% of cigar users

69% of smokeless users

80% of young people who have ever used tobacco **started with a flavored tobacco product.**⁶



Consequences for Our Youth

Long term addiction

The U.S. Surgeon General has warned that flavored tobacco products help new users establish habits that can **lead to long-term addiction**.⁷



Flavors like menthol in tobacco products make it **harder for users to quit**.⁸



Smokers who start at a younger age, are more likely to develop a **severe nicotine addiction**.⁷

Serious health risks

All nicotine products are addictive and increase the risk of developing **serious health problems**.⁹



Cancer



Heart Disease



Emphysema

The chemical Diacetyl, found in 75% of flavored e-liquids, is linked to bronchiolitis obliterans ("popcorn lung") which causes **irreversible lung damage**.^{10,11}



Protecting Our Communities

The FDA has banned the sale of flavored cigarettes (other than menthol) because they appeal to youth. But flavored e-cigarettes, e-liquid, cigars, hookah, and chewing tobacco continue to be sold.

Prohibiting the sale of all flavored tobacco products is a critical step to preventing another generation of young people from living with a lifetime of addiction.



References

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