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.

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