

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

1. Corey, C.G., et al., *Flavored tobacco product use among middle and high school students—United States, 2014*. MMWR Morbidity and Mortality Weekly Report, 2015. 64(38): p. 1066-1070.
2. King, B.A., S.R. Dube, and M.A. Tynan, *Flavored cigar smoking among US adults: findings from the 2009–2010 National Adult Tobacco Survey*. Nicotine & Tobacco Research, 2013. 15(2): p.608-614.
3. Brown, J.E., et al., *Candy flavorings in tobacco*. New England Journal of Medicine, 2014. 370(23): p. 2250-2252.
4. Oregon Public Health Division, *Flavored Tobacco: Sweet, Cheap, and Within Kids’ Reach, in CD Summary*. 2014, Oregon Health Authority: Oregon.
5. Delnevo, C.D. and M. Hrywna, “A whole ‘nother smoke” or a cigarette in disguise: How RJ Reynolds reframed the image of littlecigars. *American Journal of Public Health*, 2007. 97(8): p. 1368.
6. Ambrose, B.K., et al., *Flavored Tobacco Product Use Among US Youth Aged 12-17 Years, 2013-2014*. JAMA, 2015: p. 1-3.
7. U.S. Department of Health and Human Services, *Preventing tobacco use among youth and young adults: a report of the Surgeon General*. Atlanta, GA: US Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2012. 3.
8. Delnevo, C.D., et al., *Smoking-cessation prevalence among US smokers of menthol versus non-menthol cigarettes*. American Journal of Preventive Medicine, 2011. 41(4): p. 357-365.
9. U.S. Food and Drug Administration, *Flavored Tobacco Product Fact Sheet*. 2011, U.S. Food and Drug Administration.
10. Joseph G. Allen, et al., *Flavoring Chemicals in E-Cigarettes: Diacetyl, 2,3-Pentanedione, and Acetoin in a Sample of 51 Products, Including Fruit-, Candy-, and Cocktail-Flavored E-Cigarettes*. Environmental Health Perspectives, 2015.
11. Farsalinos, K.E., et al., *Evaluation of electronic cigarette liquids and aerosol for the presence of selected inhalation toxins*. Nicotine & Tobacco Research, 2015. 17(2): p. 168-174.