

ONE OF THESE THINGS JUST DOESN'T BELONG



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Why is flavored tobacco an issue?

Flavors, including menthol, make it easier to start smoking and that much harder to quit.

With its cool minty taste, menthol covers up the harshness of tobacco and makes it easier to smoke.

Menthol makes the cigarettes more addictive.



More youth are using flavored products.

E-liquids come in flavors like bubblegum, cotton candy, and apple, and the colorful packaging makes them look like candy, which appeals to youth.



Many young people think that flavors make tobacco and smoking safer.

While flavors and menthol make smoking less harsh, the fact is that flavors and menthol are just as dangerous and addictive as non-flavored tobacco.



"Flavored tobacco products are not only just as harmful as combustible or smokeless tobacco products, but they are also just as addictive" – FDA, Fact Sheet: Flavored Tobacco Products



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

71.5% of African Americans usually smoke menthol cigarettes.

53% of lesbian, gay, and bisexual adult smokers prefer menthol over traditional cigarettes.

38% of e-cigarette users between the ages of 18-24 have smoked a flavored e-cigarette.



The chemical Diacetyl, found in 75% of flavored e-liquids, is linked to bronchiolitis obliterans (“popcorn lung”) which causes irreversible lung damage.

Citations:

1. Healthy Stores for a Healthy Community Survey. <http://healthystoreshealthycommunity.com/> March 2017.
2. Ambrose, Bridget; Ray, Hannah; Rostrum, Brian. Flavored Tobacco Product Use Among US Youth Aged 12-17 Years, 2013-2014. Research Letter, Journal of the American Medical Association. <http://jamanetwork.com/journals/jama/fullarticle/2464690?linkId=18258836> Nov. 2015.