

**Letters to the Editor (LTE): Flavors Sample #1**

Your Name  
Address  
E-mail  
Phone number

Date: xx/xx/xxxx  
To: Editor  
The Publication (newspaper)  
Newspaper address

Re: Ban on Flavored Tobacco Products

To the editor:

**[Cite recent local news source if appropriate.** For example, *“Last week you reported that California may ban flavored e-cigarettes.”*]

Flavored tobacco products, like flavored e-cigarettes, are a gateway to nicotine addiction. 4 out of 5 kids who use tobacco started with a flavored product. Flavors like mango or cotton candy help mask the harshness and dangers associated with traditional tobacco products.

Many e-cigarettes are marketed in flavors and packaging that resonate with youth. E-cigarette firms argue that they do not market their products to minors. But Juul, which dominates the market, and other online electronic-cigarette retailers, are under investigation over concerns that they are targeting their flavored electronic smoking devices to children and young teenagers.

The CDC reported that from 2017 to 2018 e-cigarette use by high school students has increased by 78 percent. The same study showed a 48 percent increase by middle school students.

**[Insert personal connection to the issue.** For example, *“Here in our town, students are caught using flavored e-cigarettes on campus in bathrooms, classrooms, and in the halls.”*]

Federal law bans flavored cigarettes, except for menthol. But the law does not apply to other products like cigars, cigarillos, or e-cigarettes.

The danger posed to youth from e-cigarette use is one of the most alarming health trends in this century. That’s why California legislators have proposed a bill that would prevent the sale of all flavored tobacco products, including flavored e-cigarettes, in retail stores.

**[Insert local call to action.** \* For example, *“California should serve as a model for addressing the youth vaping epidemic. I’m asking our statewide representatives to vote yes on ending the sale of flavored tobacco products.”*]

Sincerely,  
[Sign here]  
Type your name here

\* The sample call to action is designed for coalition partners and community members. Tobacco tax funded projects cannot ask decisionmakers to pass tobacco control policies.

Remember, when adding your personal connection, local ask and recent news stories, the letter should stay under 250 words, or the publisher’s requirements, which may be less.