

Flavors with Menthol Factsheet Citations

Updated January 28, 2020

- Flavored tobacco products include cigarettes, cigars, chewing tobacco, blunt wraps, electronic cigarettes and shisha, the tobacco used in hookah. These products help the tobacco industry get around the FDA's 2009 ban of cigarettes with flavors other than menthol. (1)
- JUUL, the most popular e-cigarette on the market, resembles a USB flash drive. These devices deliver a high dose of nicotine with a modern design that is easy to conceal. (2)
- The same flavorings used in tobacco products are also used in candy and Kool-Aid drink mixes. (3)
- Menthol flavored tobacco is easier to start and harder to quit. (4)
- The tobacco industry uses flavored tobacco to attract the next generation of smokers. (5)
- Young people are much more likely to use flavored tobacco products than adults. (6)
- In fact, 80 percent of youth who use tobacco use fruit, candy or menthol flavored tobacco. (7)
- Studies show that young people perceive flavored tobacco products as tasting better and being safer than unflavored products, even though they are just as dangerous and addictive. (8)
- Tobacco industry documents show targeted efforts to market menthol products to African Americans, LGBTQ communities and youth. (9, 10)
- Menthol makes tobacco easier to start smoking and harder to quit. (4)
- 88 percent of African American adults who smoke use menthol, compared to 25 percent of adult smokers overall. (11)
- Menthol smoking significantly reduces quitting success among African American smokers. (12)
- In Minnesota, 34 percent of teen smokers smoke menthol. (13)
- Nationally, 70 percent of LGBTQ youth smokers smoker menthol. (14)

Sources:

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