



FLAVORED TOBACCO PRODUCTS



Disposable vapes like these were not regulated by the U.S Government when it instituted restrictions on flavored vapes in February 2020.



Suorin is a popular e-cigarette among youth because of the many available flavors. These devices are refillable and are not regulated by the federal government.



JUUL is still the top-selling e-cigarette brand despite the company stopping sales of some flavored pods, such as cool cucumber and mango. JUUL and other brands that use disposable pods/cartridges are prohibited by the federal government from selling pods in flavors other than tobacco, mint and menthol.

WHAT TYPES OF TOBACCO PRODUCTS ARE FLAVORED?

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 Menthol is the only flavor allowed in cigarettes.

E-cigarettes, also known as vapes, come in a variety of youth-friendly flavors. JUUL, one of the most popular e-cigarettes 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

WHAT ARE SOME COMMON FLAVORS USED IN TOBACCO PRODUCTS?

Cigars, chewing tobacco, blunt wraps, vapes and shisha are sold in fruit, candy, dessert and novelty flavors. Popular flavors include chocolate, piña colada, apple, grape, berry, cotton candy, bubble gum, mango, mint/wintergreen and menthol. 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 Tobacco companies add menthol to tobacco products to cool the throat and make them taste better.

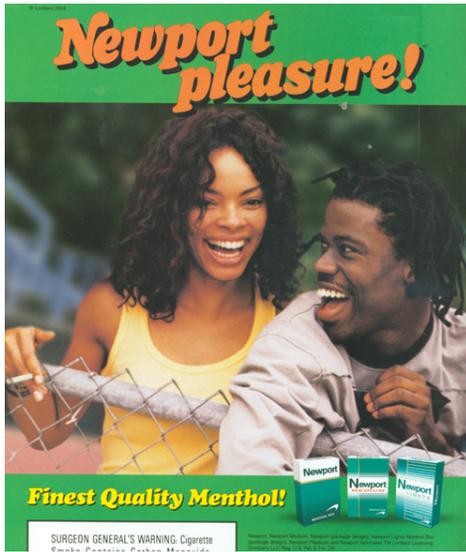
WHO USES FLAVORED TOBACCO PRODUCTS?

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



Cheap cigars come in bright packages and a wide variety of flavors, such as chocolate, grape, peach, strawberry, blueberry, tropical fusion and pineapple, that appeal to youth.

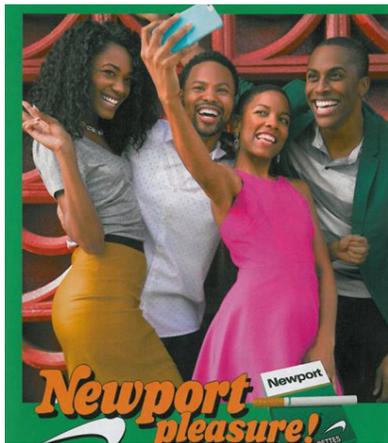
MORE ABOUT MENTHOL FLAVORED TOBACCO



The tobacco industry has a long history of targeting the African American community, women, LGBTQ and youth with menthol tobacco marketing. 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

HOW DOES THIS IMPACT COMMUNITIES?

As a result of industry targeting, African Americans smoke menthol cigarettes at higher rates and are more likely to suffer from tobacco related diseases. In fact, 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 smoke menthol.¹⁴

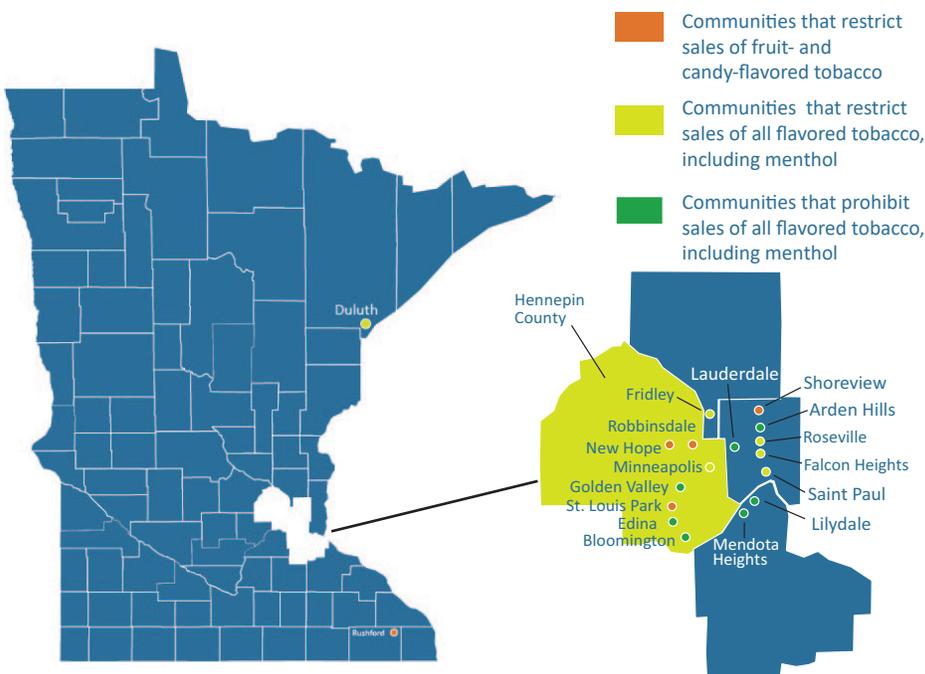


The tobacco industry heavily targets African Americans with menthol tobacco by advertising in popular magazines, as well as supporting music festivals.

WHAT CAN COMMUNITIES DO ABOUT FLAVORED PRODUCTS?

While the FDA banned flavored cigarettes other than menthol in 2009, the ban does not affect other tobacco products. Because the FDA ruling does not prevent local communities from addressing other types of flavored tobacco products, state and local governments can adopt laws that restrict the sale of flavored tobacco products within their jurisdiction. Limiting the sale of products, setting a minimum price or creating a minimum pack size are some of the ways communities can protect their youth by making flavored tobacco products less accessible and less appealing.

The FDA issued a ruling in February 2020 that banned flavored, disposable e-cigarette cartridges like those used by JUUL, except for tobacco and menthol flavors. This ruling left thousands of appealing flavored products, such as Puff Bars or refillable systems like Suorin, on the market. The ruling also allows for the continued sale of tobacco-flavored and menthol-flavored e-cigarette cartridges. As a result, mint and menthol are popular among youth.



The Association for Nonsmokers-Minnesota is dedicated to reducing the human and economic costs of tobacco use in Minnesota.
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References are available at www.ansrmn.org/flavors



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