

protecting our youth:

ELIMINATE FLAVORED TOBACCO



American Heart Association.

The Good News:

Fewer teens are smoking traditional cigarettes than ever before.

In 1997 roughly

25%

TEENS USED CIGARETTES

VS

In 2019 roughly

5%

TEENS USED CIGARETTES

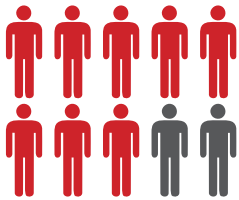
The Bad News:

With the introduction of e-cigarettes, youth tobacco rates are skyrocketing once again.

1 IN 4

HIGH SCHOOL AGE KIDS REPORTING TOBACCO USE

WHY eliminate the sale of ALL flavored tobacco products?



more than **8 in 10 youth** who have ever used tobacco products started with **flavored products**



Nearly all (97%) of youth e-cigarette users report using **flavored products**, while most report that **flavored products are a key reason for their use**



All tobacco products contain nicotine, which is particularly harmful to the adolescent/developing brain (**a disposable device/pod has as much nicotine as a pack of cigarettes**)

PRODUCTS COME IN **MORE THAN 15,000 DIFFERENT FLAVORS**

like apple, cherry, grape, chocolate, menthol, mint, peach, bubble gum, cotton-candy and vanilla.

Current youth tobacco users report using flavored products:



68%

flavored e-cigarettes



48%

smokeless flavored products



47%

menthol cigarettes



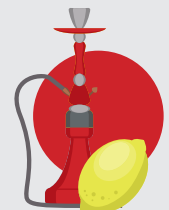
42%

flavored cigars



31%

flavored smoke pipe tobacco



31%

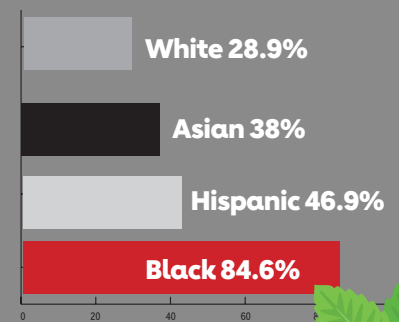
flavored hookah

Demographics of tobacco users in middle and high school who use flavored products:

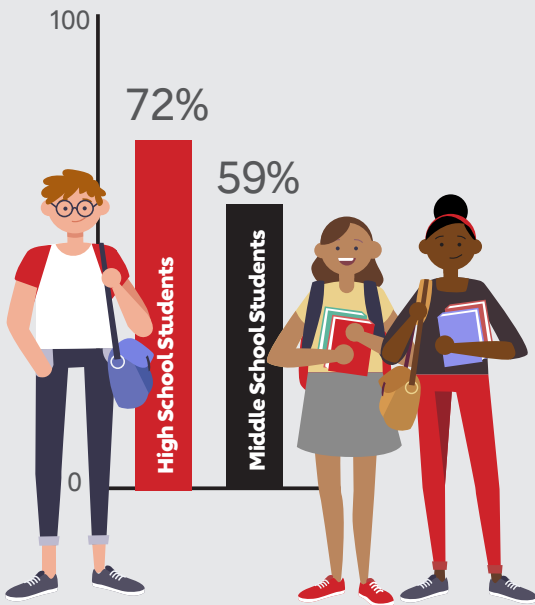
Health disparities continue to increase in communities of color and low-income neighborhoods where **menthol** cigarettes are marketed extensively.

Menthol makes cigarettes easier to smoke and harder to quit. Nearly 65% of young menthol smokers say they would quit if **menthol** cigarettes were banned.

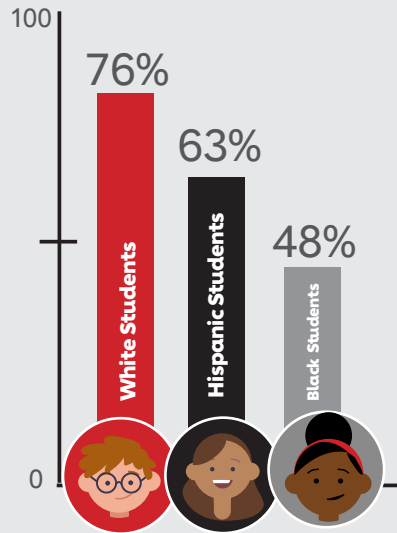
Menthol cigarette use among current smokers (aged 12+) in the U.S. by race/ethnicity



High School vs Middle School Students



White vs Hispanic vs Black Students



WHAT can be done?

Cities, counties, and states across the United States are **eliminating the sale of ALL flavored tobacco products** to protect our youth from a lifetime of nicotine addiction.

The American Heart Association urges local, state, and federal action to adopt policies that:



Cover ALL tobacco products



Include ALL characterizing flavors, including mint and menthol



Focus enforcement and penalties on tobacco retailers.



Require tobacco retail licenses to ensure compliance with sales age and flavor laws.