

# Protecting our Youth: Eliminate Flavored Tobacco

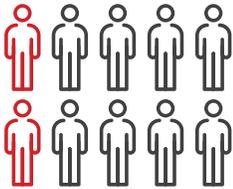
**The Good News:**  
Fewer teens are smoking traditional cigarettes than ever before.



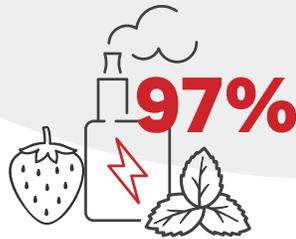
**The Bad News:**  
With the introduction of e-cigarettes, youth tobacco rates are skyrocketing once again.



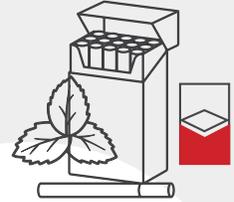
**WHY** eliminate the sale of **ALL** flavored tobacco products?



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**

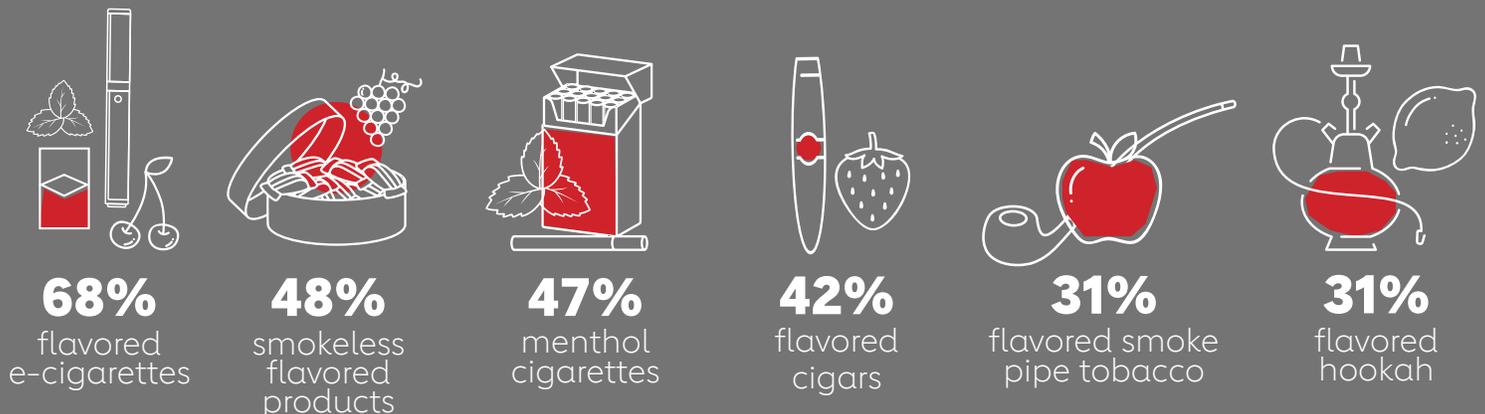


All tobacco products contain nicotine, which is particularly harmful to the adolescent/developing brain (**a disposable device/pod has as much nicotine as a pack of cigarettes**)

## 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:



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



**72%**

High School Students



**59%**

Middle School Students

**76%**

White Students

**63%**

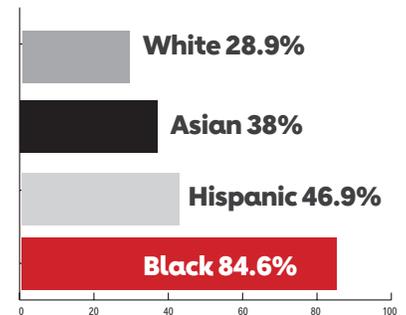
Hispanic Students

**48%**

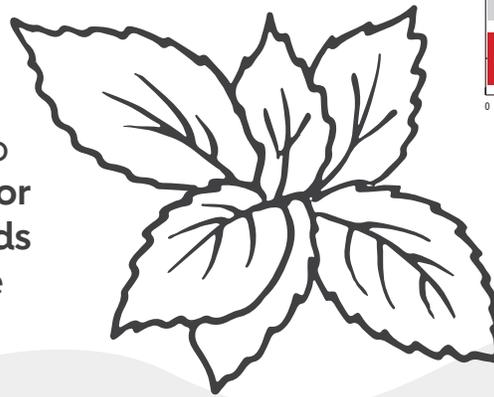
Black Students

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



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



## 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.