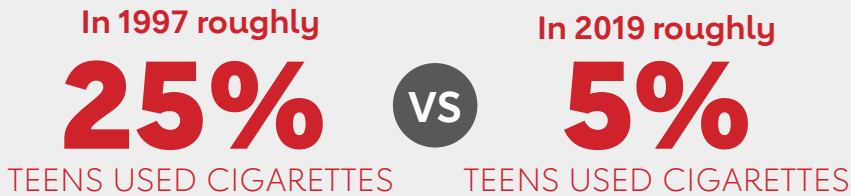


Protecting our Youth: Eliminate Flavored Tobacco

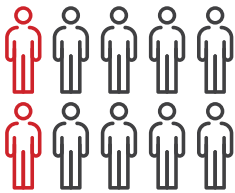
The Good News:
Fewer teens are smoking traditional cigarettes than ever before.



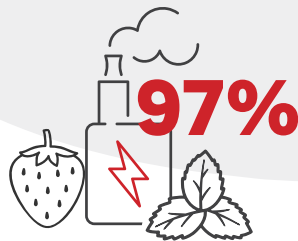
The Bad News:
With the introduction of e-cigarettes, youth tobacco rates are skyrocketing once again.



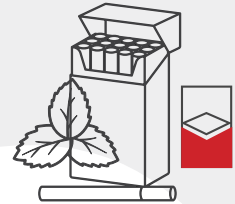
WHY eliminate the sale of **ALL** flavored tobacco products?



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**

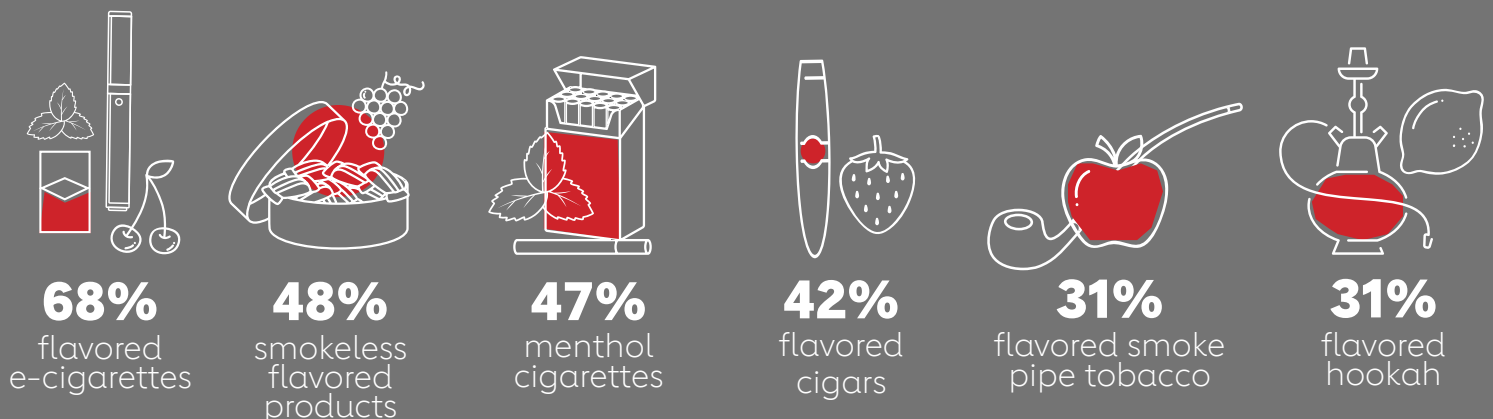


All tobacco products contain nicotine, which is particularly harmful to the adolescent/developing brain (**a disposable device/pod has as much nicotine as a pack of cigarettes**)

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%

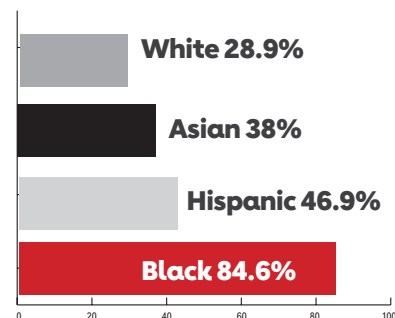
Hispanic Students

48%

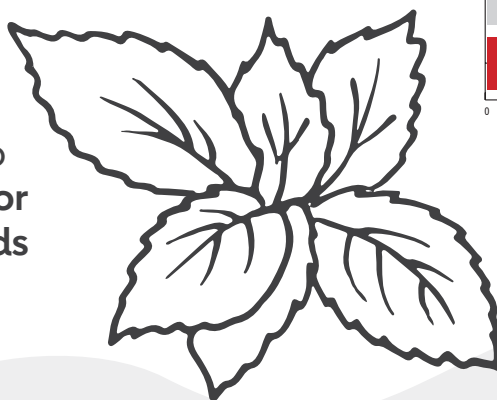
Black Students

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.