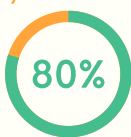


# FLAVORED TOBACCO PRODUCTS IMPACT ON YOUTH

Flavors are used to reduce the harshness of tobacco and increase the appeal of tobacco products.

In 2020, nearly 20% of high schoolers in the US reported using e-cigarettes in the past 30 days when asked;



Over 80% used flavored e-cigarettes

Menthol cigarettes and flavored e-cigarettes are also associated with:



Increased initiation



Increased use



Intention to continue use

The false perception that flavored tobacco products are safer than non-flavored tobacco products

The most commonly used flavor types used by high school students who use e-cigarettes in 2020 were:



**FRUIT** 73%

**MINT** 56%



**MENTHOL** 37%

**CANDY, DESSERTS, OR OTHER SWEETS** 36%



Menthol cigarettes are the only flavored cigarettes allowed by the FDA

Years of research show:

- Menthol attracts youth to cigarettes, e-cigarettes, and other tobacco products
- Tobacco companies target marginalized individuals (such as African American communities and LGBTQIA+ persons)
- Menthol cigarettes increase initiation and reduce cessation compared to non-mentholated cigarettes

The US Food and Drug Administration (FDA) is moving toward banning menthol as a characterizing flavor\* and extending that ban to flavored cigars nationwide. For now menthol cigarettes and e-cigarettes remain available in Michigan.



Given the evidence that flavored products attract youth to start using tobacco and vaping products, reducing youth access to flavored products is key to reducing addiction among youth.

\*'Characterizing flavor' is the 'obvious flavor' or what the product is labeled as. Many tobacco products use menthol as an additive but are not labeled as menthol products since it is not the 'obvious flavor'. At this time there are no plans to ban menthol as an additive so it and other flavors will still be in tobacco products.

For further information contact:  
Karalyn Kiessling (kiessli@umich.edu)  
Manager,  
Smoke-Free Environments Law Project

Tobacco Section | Division of Chronic Disease and Injury Control  
Michigan Department of Health and Human Services  
Phone: 517-335-8376 | Website: [www.michigan.gov/tobacco](http://www.michigan.gov/tobacco)