



FLAVORED E-CIGARETTES ARE A THREAT TO YOUTH

Flavored e-cigarettes are addicting a new generation on nicotine – putting millions of kids at risk and threatening decades of progress in reducing youth tobacco use.

YOUTH E-CIGARETTE USE: A SERIOUS PUBLIC HEALTH PROBLEM

- E-cigarettes have been the most popular tobacco product among youth since 2014.
- In 2023, **over 2.1 million youth** (including 10% of high schoolers) were current e-cigarette users.
- Each day, **more than 4,300 youth** try their first e-cigarette.

E-CIGARETTES HAVE FUELED A YOUTH ADDICTION CRISIS

- Many e-cigarettes contain **as much or more nicotine as a pack of 20 cigarettes**. Nicotine is a highly addictive drug that can have lasting damaging effects on the adolescent brain, impacting attention, memory and learning.
- **Youth are not just experimenting with e-cigarettes, but using them on a frequent basis, an indicator of serious addiction.** In 2023, 39.7% of high school e-cigarette users reported vaping on 20 or more days/month, and 29.9% reported daily use.
- Youth who use e-cigarettes are also at **greater risk for trying regular cigarettes**.



FLAVORED E-CIGARETTES ARE WIDELY AVAILABLE AND POPULAR AMONG YOUTH

- **E-cigarettes are available in thousands of sweet, kid-friendly flavors**, from mango and mint to cotton candy and pink lemonade.
- **Flavored products are driving youth use.** 89.4% of youth e-cigarette users use flavored products (1.9 million youth).
- In the past few years, **kids have shifted dramatically to disposable and menthol e-cigarettes.** These two categories of products were left on the market under current federal restrictions. Shifts to flavored products left on the market show that the only way to end this crisis is to eliminate all flavored e-cigarettes.



THE FDA MUST CLEAR THE MARKET OF ALL FLAVORED E-CIGARETTES, INCLUDING MENTHOL E-CIGARETTES.

FOR MORE INFORMATION ABOUT CIGARS, SEE THE CAMPAIGN FOR TOBACCO-FREE KIDS' FACTSHEET: [FLAVORED E-CIGARETTES HOOK KIDS](#)