

FLAVORED TOBACCO PRODUCTS ARE PUTTING A NEW GENERATION AT RISK



Flavored tobacco products play a key role in enticing new users, **particularly kids**, to a lifetime of addiction.

MENTHOL CIGARETTES

Menthol cigarettes pose an enormous public health threat. The Food and Drug Administration (FDA) has found that menthol cigarettes are more addictive, easier for kids to start smoking and harder for smokers to quit.

The tobacco industry has ruthlessly targeted Black Americans with marketing for menthol cigarettes. As a result, 85% of Black smokers now smoke menthols. **Tobacco use is the number one cause of preventable death among Black Americans**, claiming 45,000 Black lives each year.

Half of youth who have ever tried smoking initiated with menthol cigarettes. Menthol cigarette use is also disproportionately high among LGBT smokers, smokers with mental health problems, socioeconomically disadvantaged populations, and pregnant women.

FLAVORED E-CIGARETTES

E-cigarettes have been the most popular tobacco product among youth since 2014. Youth e-cigarette use remains a serious public health concern, with **over 2.1 million youth** reporting current e-cigarette use in 2023. Each day, **more than 4,300 youth** try their first e-cigarette.

Youth are not just experimenting with e-cigarettes, but using them on a frequent basis, an indicator of serious addiction. Over a third of kids who use e-cigarettes use the products daily or most days, a strong indication they are addicted to the high-nicotine products now on the market.

Flavors play a major role in youth use of e-cigarettes. Among youth who say they use e-cigarettes, **nearly all used flavored products (89.4%)**, with fruit, candy, mint and menthol being the most commonly used flavors.



FLAVORED CIGARS

Cheap, flavored cigars – sold in hundreds of flavors like Watermelon Haze, Iced Donut, Rocky Road and Cocoa, as well as menthol – have flooded the market in recent years and fueled the popularity of these products with kids. In 2023, 420,000 youth were cigar smokers.

The FDA has concluded that “all cigars pose serious negative health risks” and that “all cigar use is harmful and potentially addictive.”



OPPORTUNITIES FOR FEDERAL ACTION

- 1 FDA **must quickly finalize and implement** the proposed rules to prohibit menthol cigarettes and flavored cigars that were issued in April 2022. Congressional leaders should urge FDA to finalize these rulemakings with the utmost urgency.
- 2 FDA **must continue** to reject all flavored e-cigarette applications, including menthol e-cigarettes.
Congress **should support** increased funding for the CDC’s tobacco prevention and control efforts. With additional resources, CDC could more robustly address unacceptably high rates of e-cigarette use by youth, expand an effective media campaign that is helping adult smokers to quit, and provide targeted assistance to groups disproportionately harmed by tobacco products.
- 3 Congress **should expand** coverage of tobacco cessation treatments and pass H.R. 4775, the Helping Tobacco Users Quit Act, which would ensure that all individuals enrolled in Medicaid and CHIP have access to the full array of evidence-based tobacco cessation treatments.



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