

Know the Issues

Eager to grow up and try new things, young people are already vulnerable to the lure of tobacco use. Unfortunately, the way tobacco products are often packaged and marketed can increase that risk.

Decorative tins, packs, and wrappers in bright, youthful colors help new tobacco products stand out in ads and on the street. Even worse, thousands of sweet flavors that appeal to teenagers' taste buds and sense of adventure are filling our store shelves. One of those flavors, menthol, can even make tobacco products more addictive.



4 out of 5 kids who've used tobacco tried a flavored product first.

Flavors

Today you can find the same flavorings used to make popular candies and treats in cigars, e-cigarettes, and smokeless tobacco products, including flavors like Cherry, Grape, Cotton Candy, Sour Apple, Root Beer Float, and Gummy Bear.

How much do sweet flavors matter to young people? A lot. In Wisconsin, 96% of middle schoolers say they probably wouldn't try an e-cigarette—the most popular tobacco product among youth today—if it wasn't flavored.

Packaging

It can be hard to spot tobacco products these days. That's because many tobacco products use bright colors, little tins, and shiny materials in their packaging.

Products that might mislead include:

- Shiny cigar packaging that looks like candy.
- E-cigarette "juices" covered in bright, attention-grabbing labels.
- Snus containers that look like mint tins.
- Colorful dip tins that look like mints or gum.
- Disposable electronic cigarettes that look like fashionable pens.

Low income and minority neighborhoods are often exposed to 2-3 times the usual amount of cigarette ads, especially for menthol products.

Menthol

Menthol cigarettes might be considered the original flavored tobacco product. The minty additive cools and soothes tobacco's harshness. The FDA has also determined that menthol actually makes cigarettes more addictive and harder to quit.

Today, menthol has made it into almost every type of tobacco there is, including e-cigarette liquids, smokeless tobacco, and cigar products.



Visit TobaccoIsChanging.com for references and more information on these issues.