

DOUBLE  
PUMPKIN  
DUPE

flim flan

Very Berry  
Victim

BAMBOOZLEBERRY

DOUBLE-DEALING  
DRAGONFRUIT

# Don't be fooled by the flavor

What are flavored tobacco products? These products include cigars, cigarillos, e-cigarettes, menthol cigarettes, smokeless tobacco and hookah. Vaping and the use of nicotine in any form is unsafe. It's time flavored tobacco products are removed from the market.<sup>1</sup>

There are over  
**15,000** flavors

for e-cigarette juices alone, such as fruit and candy flavors, mint, and menthol.<sup>2</sup>

In fact, **31%**  
of youth

currently use e-cigarettes due to the availability of "flavors such as mint, candy, fruit, or chocolate."<sup>3</sup>

Flavors attract kids.

**81%** of youth reported

their first tobacco product ever used was flavored.<sup>4</sup>

Flavored tobacco products are also directly marketed toward low-income communities and communities of color.<sup>2</sup>

 American Lung Association.

**PACT**

Pennsylvania Alliance to Control Tobacco

**tru**  
tobacco resistance unit

For more information, visit [PACTOnline.org](https://www.pactonline.org)

<sup>1</sup> U.S. Surgeon General. e-cigarettes.surgeongeneral.gov/documents/surgeon-generals-advisory-on-e-cigarette-use-among-youth-2018.pdf

<sup>2</sup> Campaign for Tobacco-Free Kids. (2020). tobaccofreekids.org/what-we-do/us/ flavored-tobacco-products

<sup>3</sup> American Lung Association. (2020). lung.org/quit-smoking/helping-teens-quit/e-cigarettes-schools

<sup>4</sup> U.S. Food and Drug Administration. fda.gov/tobacco-products/research/path-study-findings-give-insight-flavored-tobacco-health-effects-e-cigarettes-and-adult-use-cigars#:~:text=11%2Dwas%20observed%20that%2081%2Dadults%20aged%2025%20or%20older