

Flavored Tobacco Tied to Addiction

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Health Education Council

Tobacco companies targeting youth can be seen in their approach to hook teens to a lifelong addiction by using flavored tobacco products. The flavoring additives in tobacco products mask the harshness of the tobacco which can make them more addictive and harder to quit. Flavored tobacco products also provide a sense of security and familiarity for youth being introduced to tobacco especially when they resemble candy and other sweets.

Currently, there are over 15,000 flavored tobacco products with some being more general flavors and others targeted towards youth with flavors such as bubblegum and cotton candy. The tobacco industry has also been known to target specific populations with their flavored tobacco products such as Latinos with e-juice flavors like churros, tamarindo, and dulce de leche. Approximately 81% of youth and 86% of young adults who ever used tobacco reported that the first tobacco product they used was flavored.

The popularity of flavored tobacco products among youth is concerning considering the negative health effects related to tobacco use such as cancer, heart disease, and lung disease. To protect teens and youth from tobacco, educate yourself on flavored tobacco, vaping, and e-cigarettes, and know the resources that are available for teens to help them quit. Another option to restrict youth access to tobacco is for policy makers to ban the sale of all flavored tobacco.

For Help Quitting Tobacco, call 1-800-NoButts or 1-800-45-No Fume