

OUT AGAINST BIG TOBACCO

Flavored Tobacco: How Big Tobacco Hooks Young People

For decades, **Big Tobacco** has targeted young people with flavored tobacco products. Now, e-cigarette companies are using this same strategy to get the next generation hooked on their deadly products, offering flavors like crème brulee and mango. It's one of the main reasons why over 20% of U.S. high school students and 5% of middle school students use e-cigarettes.

80% More than 80% of young smokers said the first tobacco product they used was flavored.



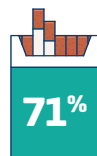
75% of flavored tobacco product users said **they would stop smoking if the products weren't flavored.**



Although many teens think otherwise, flavored tobacco products pose a **GREATER health risk** than non-flavored tobacco products.



Young people often think vaping is harmless. **Vaping IS tobacco use!**



71% of LGBTQ+ young people and half of LGBTQ+ adults reported smoking menthol cigarettes.



The U.S. Surgeon General warned that flavored tobacco products help new users establish habits that can **lead to long-term addiction.**

- Truth Initiative
- Harrell, Melissa et al 2017 Flavored tobacco use among youth and young adults
- FDA Tobacco Product Scientific Advisory Committee 2011 Preliminary Scientific Evaluation of the Possible Public Health Effects of Menthol vs Nonmenthol Cigarettes
- CDC 2019 Tobacco Product Use and Associated Factors Among Middle and High School Students
- Fallin, Amanda et al 2014 Menthol Cigarette Smoking among LGBTQ Adults
- National Youth Advocacy Coalition 2010 Coming Out About Smoking
- Department of Health and Human Services 2019 Surgeon General's Advisory on E-cigarette Use Among Youth

The **OUT Against Big Tobacco Coalition** is a partnership taking action against Big Tobacco's predatory targeting of the LGBTQ community and others. **Join us.**



eqca.org/outagainstbigtobacco/



facebook.com/OUTAgainstBigTobaccoCoalition/

**OUT
AGAINST
BIG
TOBACCO**

Flavored Tobacco:

How Big Tobacco Hooks Young People

For decades, **Big Tobacco** has targeted young people with flavored tobacco products. Now, e-cigarette companies are using this same strategy to get the next generation hooked on their deadly products, offering flavors like crème brulee and mango. It's one of the main reasons why over 20% of U.S. high school students and 5% of middle school students use e-cigarettes.

Cold **Hard** Facts

80%

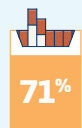
More than 80% of young smokers said the first tobacco product they used was flavored.



Young people often think vaping is harmless. **Vaping IS tobacco use!**



75% of flavored tobacco product users said they would stop smoking if the products weren't flavored.



71% of LGBTQ+ young people & half of LGBTQ+ adults reported smoking menthol cigarettes.



Although many teens think otherwise, **flavored tobacco products pose a GREATER health risk** than non-flavored tobacco products.



The U.S. Surgeon General warned that flavored tobacco products help new users establish habits that **can lead to long-term addiction.**

- Truth Initiative
- Harrell, Melissa et al 2017 Flavored tobacco use among youth and young adults
- FDA Tobacco Product Scientific Advisory Committee 2011 Preliminary Scientific Evaluation of the Possible Public Health Effects of Menthol vs Nonmenthol Cigarettes
- CDC 2019 Tobacco Product Use and Associated Factors Among Middle and High School Students
- Fallin, Amanda et al 2014 Menthol Cigarette Smoking among LGBT Adults
- National Youth Advocacy Coalition 2010 Coming Out About Smoking
- Department of Health and Human Services 2019 Surgeon General's Advisory on E-cigarette Use Among Youth

JOIN US!

The OUT Against Big Tobacco Coalition is a partnership taking action against Big Tobacco's predatory targeting of the LGBTQ+ community and others.



eqca.org/outagainstbigtobacco/



facebook.com/OUTAgainstBigTobaccoCoalition/