Flavored Tobacco and Youth

Tobacco companies flavor tobacco to taste like candy, fruit, mint, and other flavors.

Flavored tobacco is heavily marketed to youth through:

- Packaging like candy
- Cheap prices
- Lots of flavor options

Flavors mask the taste of tobacco, but cannot mask the negative health impacts:

- Blunt cigars
- Hookah
- Smokeless tobacco
- E-cigarettes
- Pipes

Smoking at younger ages can lead to harmful brain development and severe nicotine addiction.*
MOST YOUTH SMOKERS STARTED WITH FLAVORED TOBACCO

8 out of 10 teen smokers started with a flavored tobacco product*

BREATHE CALIFORNIA’S PROJECT E-NUFF SURVEYED 150 SAN FRANCISCO HIGH SCHOOL STUDENTS:

Two-thirds of students surveyed who have used blunt cigars, prefer them flavored

Half of the students surveyed who have used e-cigarettes, preferred them flavored

WHAT CAN YOU DO?

SHARE THIS FLYER WITH YOUR FAMILY AND NEIGHBORS

CONTACT US TO SEE HOW YOU CAN HELP: PROJECT E-NUFF, (650) 994-5868, GGBREATHE.ORG/ENUFF

SOURCES
