



TOBACCO FLAVORING

The flavors added to tobacco products are not safe to inhale.

While flavoring used in electronic vapor products may be labeled as a “food-grade” ingredient, these flavorings and additives can have **numerous harmful effects on the body when heated or vaporized.**



Flavoring masks the harshness of tobacco

to make smoking more tolerable while exposing the user to many harmful toxins. Tobacco flavoring can also contribute to **a higher risk of nicotine dependence.**

The FDA has banned mint and fruit flavors in cigarettes as well as flavored cartridge-based e-cigarettes. However, over

15,000 vape flavors and menthol cigarettes are still on the market today.

Flavored tobacco products also contribute to health disparities, as **many minority populations are aggressively targeted with flavored tobacco marketing** and disproportionately affected by tobacco use.

About 90% of youth

who currently use e-cigarettes use flavored products. **Fruit flavors** are the most popular, followed by **candy, desserts or other sweets, mint and menthol.**

The tobacco industry adds flavoring to products to appeal to nonsmokers, youth, and young adults. In fact, **flavored products are often the first tobacco products youth and young adults ever use.**



Youth who use flavored tobacco products are more likely to become chronic smokers, experience nicotine addiction, and cause **damage to their developing brain.**



Nevada’s Attracting Addiction NV initiative provides information on flavoring health concerns, target marketing, smoking and vaping education, prevention, and cessation. **To learn about tobacco flavoring and preventing youth tobacco product use visit AttractingAddictionNV.com**