

# FLAVORED E-CIGARETTES HOOK KIDS

Big Tobacco has been marketing to our youth by selling e-cigarettes in a variety of kid-friendly flavors

**>730,000**  
**MIDDLE AND HIGH**  
**SCHOOL STUDENTS**  
**VAPE**  
**EVERY SINGLE DAY**

**E-CIGARETTES ARE**  
**WIDELY AVAILABLE**  
**IN KID-FRIENDLY**  
**FLAVORS**

**>15,500 UNIQUE**  
**E-CIGARETTE FLAVORS**  
**AVAILABLE ONLINE**

## MOST POPULAR FLAVORS AMONG YOUTH:

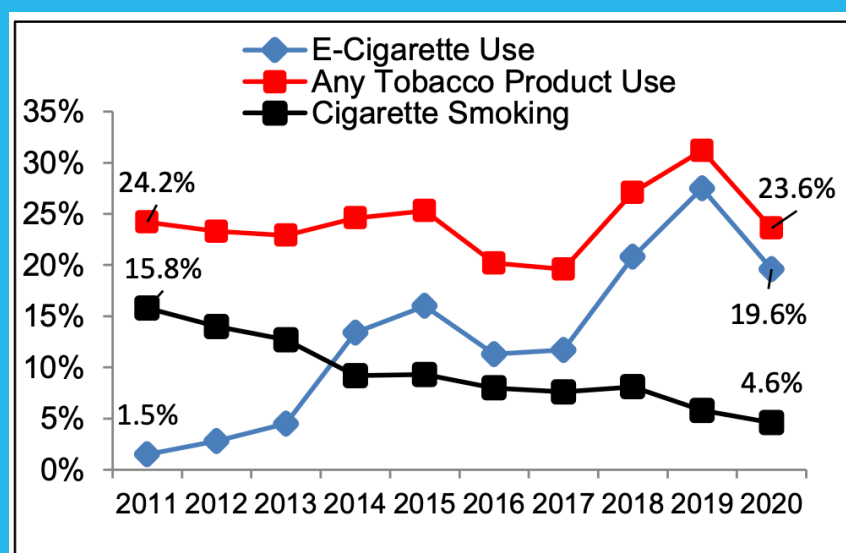
**FRUIT**  
**MINT**  
**MENTHOL**  
**CANDY/DESSERT/SWEETS**



## THE DANGERS OF FLAVORED E-CIGARETTES

- Flavors **mask** the taste of tobacco, making them *more appealing* to youth
- Youth often **perceive** flavored products as *less harmful*
- **Flavors** are among the *most commonly cited reasons* for using e-cigarettes among youth and young adults

## YOUTH E-CIGARETTE USE HAS UNDERMINED PROGRESS IN REDUCING YOUTH TOBACCO USE



There has been  
**NO progress**  
in reducing overall  
tobacco use in a  
decade

## E-CIGARETTE USE INCREASES RISK FOR SMOKING

"There is substantial evidence that e-cigarette use increases risk of ever using combustible tobacco cigarettes among youth and young adults"  
(NASEM, 2018)



Source: Flavors Hook Kids CT

Flavored E-Cigarettes Hook Kids Fact Sheet

<https://www.tobaccofreekids.org/assets/factsheets/0407.pdf>



**FLAVORS HOOK KIDS**  
CONNECTICUT