



Flavored Tobacco Talking Points

What is flavored tobacco?

- Flavored tobacco products contain flavors like vanilla, orange, chocolate chip cookie dough, cherry and coffee. They are widely considered to be “starter” products, establishing smoking habits that can lead to a lifetime of addiction. Examples of flavored tobacco products are cigars, snus and hookah.

What policy has been passed regarding the banning of flavored tobacco products?

- Under the Family Smoking Prevention and Tobacco Control Act, the sale of cigarettes containing any characterizing flavors other than menthol is illegal. (*U.S. Food and Drug Administration*)

What tobacco products are not covered under the recent legislature?

- Flavored cigarettes are the only tobacco product affected by the Family Smoking Prevention and Tobacco Control Act. Products not currently covered under the FDA restrictions include smokeless tobacco, snus and cigars.

Why should we support local policy to ban flavored tobacco products?

- Because not all flavored tobacco products are illegal, the support of local policy to ban all other products is imperative to protect our youth.
- Industry documents have previously revealed clear patterns of designing flavored tobacco products to target youth.
- Flavored tobacco is considered to be the “starter” products, establishing smoking habits that can lead to a lifetime of addiction.

Where are these products being sold?

- Most flavored tobacco products can easily be purchased from gas stations, supermarkets and pharmacies among other types of businesses.
- These products are typically placed on checkout counters and are at eye-level to many youth. The package features bold and color graphics similar to candy packaging.

What health risks are associated with flavored tobacco products?

- Flavored tobacco products are as addictive and carry the same health risks as regular tobacco products like lung diseases, cancers, and strokes (*U.S. Food and Drug Administration*)
- People who use smokeless tobacco are 50 times more likely to get cancer of the cheek and gums.
- Smoking a hookah pipe for 60 to 80 minutes is the equivalent of smoking 100 cigarettes. (*World Health Organization*)