



Flavored Tobacco Products Are INITIATION Products, NOT CESSATION Products

There is no evidence that flavored tobacco products are healthier, nor used successfully for cessation. The evidence however does show that **flavored tobacco products, including menthol cigarettes, are easier to smoke, harder to quit and more likely to addict youth.**ⁱ

Yet, the tobacco industry is telling you just the opposite.

The **Vermont Chapter of the American Academy of Pediatrics**, the **Vermont Academy of Family Physicians**, and the **Vermont Medical Society**, representing over **2,400 Vermont physicians**, support banning flavored tobacco products including e-liquids. Candy, fruit and menthol/mint flavored tobacco products have made the tobacco industry billions by **targeting youth** and creating a **new generation of Vermonters addicted to nicotine**.

Vermont Youth Use Continues to Skyrocket

According to 2019 YRBS data, **50 percent** of Vermont high-school students have tried e-cigarettes, while regular use of e-cigarettes (electronic nicotine delivery systems (ENDS)) ⁱⁱmore than doubled from **12% in 2017 to 26% in 2019**. **80 percent of youth 12-17 yrs old started with a flavored product.**ⁱⁱⁱ

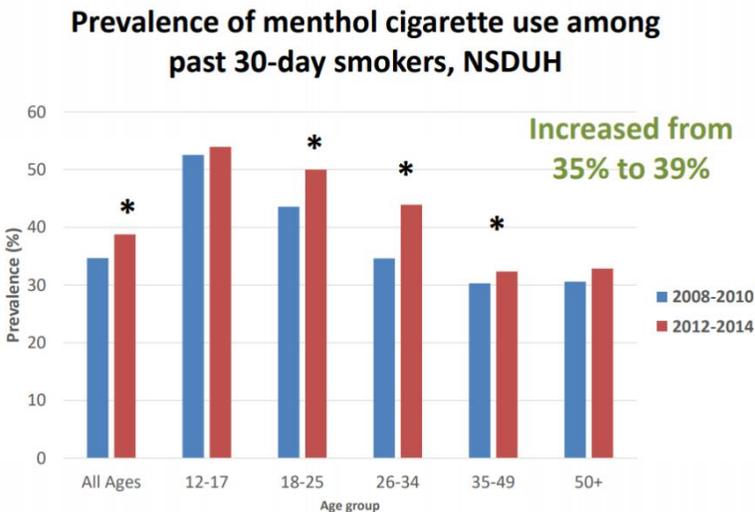


- Results from a **2019 survey of 478 Vermont high school students** show:
1. Of the students who have used e-cigarettes in the last month, more than **1/3** report that they use e-cigarette within 15 minutes of waking up – a true marker of dependency.
 2. Those using flavored e-cigarettes were asked what they would do if they could not get flavored e-cigarettes anymore:
 - a) **43% would stop using e-cigarettes**
 - b) **34% would switch to cigarettes**
 - c) **23% would switch to unflavored e-cigarettes**

If You Exempt Menthol, Evidence Shows Youth Won't Quit – They Will Switch

Nationally, among high school students who use e-cigarettes, use of mint or menthol increased from **38% in 2018 to 57% in 2019**,^{iv} after Juul restricted sales of fruit and candy flavors. Juul has stopped selling mint flavor and evidence shows youth will now switch to menthol flavor in both e-cigarettes and combustible cigarettes, as over half of e-cigarette users report **dual use with other tobacco products.**^v

Dual Use Prevalence = 55.9% of e-cigarette users 13-25 yrs old dual use with other tobacco products. 54.6% of adult e-cigarette users also smoke cigarettes.



The tobacco industry says only older smokers use menthol cigarettes, yet the data shows **young smokers, 12-17 yrs old, are the highest users of menthol cigarettes.** ^{vi}

Health effects of ENDS ingredients

- **Nearly 90% of adult smokers began using tobacco before age 18.** The reward centers of the adolescent brain are particularly vulnerable to the effects of nicotine, as regular use of tobacco primes the brain for nicotine addiction and subsequent addictive behaviors.
- **Flavor additives in food products are “generally recognized as “safe” for food, but not inhalation.** ^{vii}
- Byproducts of heating e-liquid are not well understood and have been shown to be **irritants and sometimes carcinogens.**

Flavored E-cigarettes Are Initiating Nicotine Addiction in Youth, Not Promoting Cessation in Adults

The tobacco industry claims flavored e-cigarettes are helping adults quit smoking – yet as of **2018 only 3.2% of adults 25-64 yrs of age use e-cigarettes.** ^{viii} Versus **35.1% of youth and young adults 12-25 yrs old currently use e-cigarettes in 2019, which increased from 28.6% in 2018.**

ⁱ <https://truthinitiative.org/our-top-issues/flavors-issue>

ⁱⁱ Vermont Department of Health. VT Youth Risk Behavior Survey. Burlington, VT; 2019.

ⁱⁱⁱ <https://jamanetwork.com/journals/jama/fullarticle/2464690>

^{iv} Cullen KA, Gentzke AS, Sawdey MD, et al. e-Cigarette Use Among Youth in the United States, 2019. JAMA. 2019;322(21):2095–2103.

^v <https://truthinitiative.org/research-resources/emerging-tobacco-products/e-cigarettes-facts-stats-and-regulations>

^{vi} Villanti AC, et al. Tob Control. 2016;25(Suppl 2):ii14-ii20.

^{vii} Tierney PA, Karpinski CD, Brown JE, Luo W, Pankow JF. Flavour chemicals in electronic cigarette fluids. Tob Control. 2016;25(e1):e10–e15

^{viii} <https://truthinitiative.org/research-resources/emerging-tobacco-products/e-cigarettes-facts-stats-and-regulations>