

FLAVORS...IT'S NOT WHAT YOU (TH) THINK

Big Tobacco uses enticing sounding flavored products to deceive youth and exploit a new generation of users for profit. It's time for some truth.

15,000

FLAVORS, AND COUNTING

There are over 15,500 e-cigarette flavors that are enticingly marketed to high school vape users in California.

Flavored products are designed to sound like attractive fruit, candy, or sweets to prey on youth.

Examples include:

- ISLAND DREAM
- UNICORN CAKES
- FRUITY RINGS
- PEACHY MANGO PINEAPPLE
- FRUIT MONSTER
- PINK LEMONADE
- STRAWBERRY KIWI
- & MORE



PACKAGING MATTERS

Modern flavored tobacco products come in beautifully designed, bright packaging that is targeted towards youth and young adults.

HIDING THE TRUTH

Big Tobacco needs to attract new users to gain profits, but using flavors is masking the truth about the toxic and harmful materials used inside these products.

MASKING WHAT'S INSIDE

Flavors are not a new tactic for Big Tobacco in hiding the truth about the damaging ingredients of their products.

- TOBACCO SALTS
- HEAVY METALS
- PROPYLENE GLYCOL
- ACROLEIN
- BENZENE
- CADMIUM
- RUBIDIUM
- ACETONE
- DIACETYL

For decades, aggressive marketing of flavored tobacco in African American communities and other targeted minorities have been used to cover the harmful ingredients found in tobacco products.

ALARMING FACTS

80%

More than 80% of young adults nationwide reported that the first tobacco product they used was flavored.

96%

In California, 96% of high school vape users use flavors.

43%

43% of young people who ever used e-cigarettes tried them because of the appealing flavors.

TOO EASY TO GET

Access to flavored tobacco products have moved beyond gas stations and convenience stores and now are more easily accessible to younger people through social media and online vendors.

TUPE

Tobacco-Use Prevention Education

CALIFORNIA
Friday Night
live
PARTNERSHIP

#theyneedyouth

for a list of references visit:

<https://fridaynightlive.tcoe.org/areas-of-focus/tobacco>

THEY NEED YOU (TH)