**Key Message:** Protecting youth from fruit- and candy-flavored e-cigarettes is a huge step in addressing the epidemic of youth nicotine addiction. But the flavor of menthol is a problem because of the increasing popularity of menthol among youth. Menthol products are easier to start and harder to quit.

- The alarming percentage of high school e-cigarette users nationwide who reported using mint and menthol flavors increased to 63.9% in 2019, from 42.3% in 2017 and 51.2% in 2018\(^i\).
- A study published in the June issue of the Journal of American College of Cardiology specifically links the e-cigarette flavors of menthol and cinnamon to increased heart disease risk\(^ii\).

**Key Message:** Adults are not THE primary users of e-cigarettes. With just 5.4% of adults using e-cigarettes\(^iii\) and 27% of youth using them, it’s misleading for the industry to claim that adults are their primary users.

- As Gov. Cuomo announced, nearly 40% of 12th graders in NYS use e-cigarettes\(^iv\).
- We know that marketing attracts youth to the e-cigarettes and flavors are what gets them to try them. Nicotine is what keeps them addicted.
- For decades the tobacco industry targeted youth with traditional cigarette marketing; flavored tobacco products, including e-cigarettes, are the industry’s latest marketing tactic that appeals to kids.

**Key Message:** The tobacco industry is NOT part of the public health solution. E-cigarettes that cause harm to their users are NOT good for personal OR public health.

- The FDA has made it very clear that e-cigarettes are NOT an approved cessation device.
- There are seven FDA-approved methods to treat nicotine addiction.
- There's no evidence that e-cigarettes are safe.

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\(^ii\) Journal of the American College of Cardiology, June, 2019, Modeling Cardiovascular Risks of E-cigarettes with Human-Induced Pluripotent Stem Cell-Derived Endothelial Cells, [https://www.jacc.org](https://www.jacc.org).

\(^iii\) Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Division of Population Health. BRFSS Prevalence & Trends Data [online]. 2015. [accessed Sep 16, 2019]. URL: [https://www.cdc.gov/brfss/brfssprevalence/](https://www.cdc.gov/brfss/brfssprevalence/).
