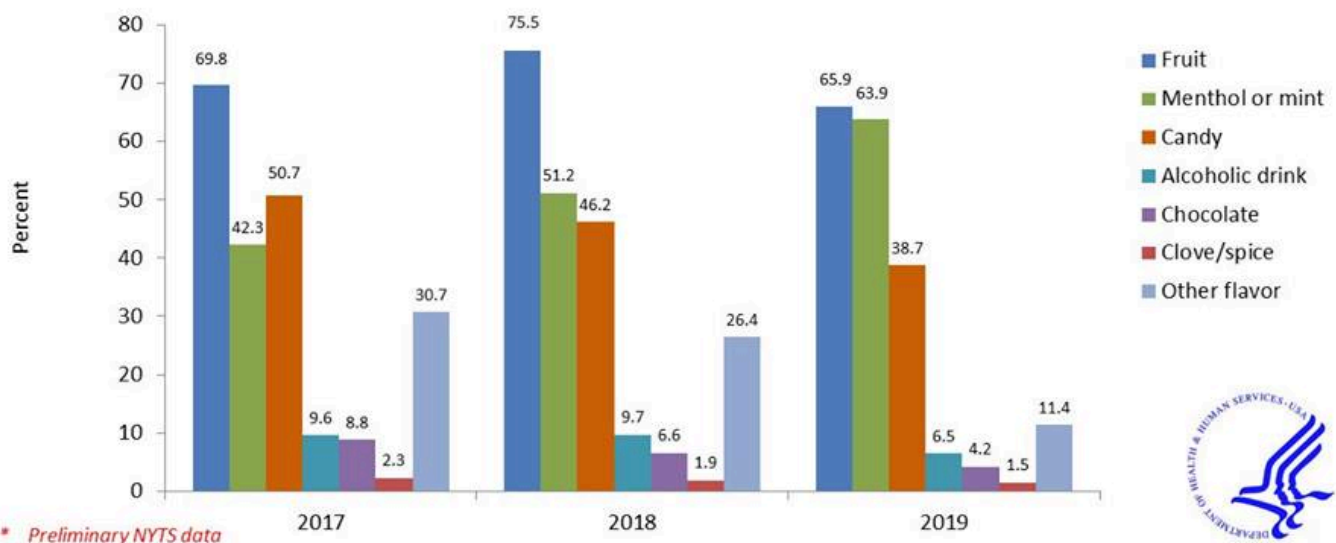


Did you know that menthol/mint flavored e-cigarettes are the second most popular flavor among high school students? This is an issue because menthol flavors are easier to start and harder to quit.

Protecting youth from flavored e-cigarettes is a step in the right direction, and it's important to remember that fruit/candy flavors AND menthol/mint flavors play a major role in getting kids hooked on nicotine.

FLAVORS POPULAR AMONG HIGH SCHOOL USERS OF E-CIGARETTES*



1. According to newly-released data from the 2019 National Youth Tobacco Survey, the percentage of high school e-cigarette users who reported using mint and menthol flavors increased to 63.9% in 2019. The evidence is clear that if you leave any flavored e-cigarettes on the market, kids will shift to them.

(<https://www.fda.gov/tobacco-products/youth-and-tobacco/youth-tobacco-use-results-national-youth-tobacco-survey>)

2. Menthol cigarettes pose a tremendous public health threat. A 2013 FDA report on the health impact of menthol cigarettes determined that menthol cigarettes lead to increased smoking initiation among youth and young adults, greater addiction and decreased success in quitting smoking. Menthol products are easier to start and harder to quit. Further, FDA's Tobacco Products Scientific Advisory Committee's (TPSAC) concluded, "Removal of menthol cigarettes from the marketplace would benefit public health in the United States."

(<https://www.publichealthlawcenter.org/topics/commercial-tobacco-control/menthol/federal-regulation-menthol-tobacco-products>)