

FLAVORED TOBACCO AND YOUTH

TOBACCO COMPANIES FLAVOR TOBACCO TO TASTE LIKE CANDY, FRUIT, MINT, AND OTHER FLAVORS

FLAVORED TOBACCO IS HEAVILY MARKETING TO YOUTH THROUGH:

PACKAGING LIKE CANDY



CHEAP PRICES



LOTS OF FLAVOR OPTIONS



FLAVORS MASK THE TASTE OF TOBACCO, BUT CANNOT MASK THE NEGATIVE HEALTH IMPACTS

BLUNT CIGARS

HOOKAH

SMOKING AT YOUNGER AGES CAN LEAD TO HARMFUL BRAIN DEVELOPMENT AND SEVERE NICOTINE ADDICTION.*

SMOKELESS TOBACCO

E-CIGARETTES

PIPES



MOST YOUTH SMOKERS STARTED WITH FLAVORED TOBACCO



8 out of 10 teen smokers started with a flavored tobacco product*



BREATHE CALIFORNIA'S PROJECT E-NUFF SURVEYED 150 SAN FRANCISCO HIGH SCHOOL STUDENTS:



Two-thirds of students surveyed who have used blunt cigars, prefer them flavored



Half of the students surveyed who have used e-cigarettes, preferred them flavored



WHAT CAN YOU DO?



SHARE THIS FLYER WITH YOUR FAMILY AND NEIGHBORS

**CONTACT US TO SEE HOW YOU CAN HELP:
PROJECT E-NUFF, (650) 994-5868,
GGBREATHE.ORG/ENUFF**



BREATHE[®]
CALIFORNIA
Golden Gate Public Health Partnership

WWW.GGBREATHE.ORG

SOURCES

Ambrose BK, et al., "Flavored Tobacco Product Use Among US Youth Aged 12-17 Years, 2013-2014." JAMA 2015; 314(17): 1871-1873.

U.S. Department of Health and Human Services. 2012. Preventing tobacco use among youth and young adults: a report of the Surgeon General.