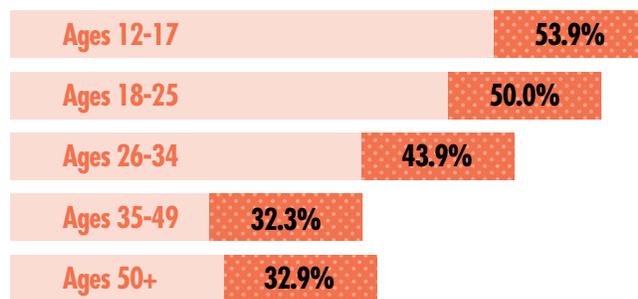


RESTRICT FLAVORED TOBACCO PRODUCTS TO PROTECT YOUTH

Menthol cigarette use among current smokers in the U.S. by age (2012-2014)¹



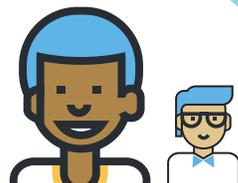
At least two-thirds of youth tobacco users report using tobacco products "because they come in flavors I like."²

Most youth who use flavored tobacco say that they would stop using tobacco products altogether if they couldn't get them in flavors.³



The Family Smoking Prevention and Tobacco Control Act of 2009

bans flavored cigarettes, but menthol cigarettes and flavored chewing tobacco and e-juices are not included.⁴



CANDY FLAVORS AREN'T THE ONLY ISSUE: NEARLY 9 IN 10 AFRICAN-AMERICAN SMOKERS AGED 12 AND OLDER USE MENTHOL CIGARETTES.⁵



TODAY, FLAVORED TOBACCO PRODUCTS ARE WIDELY AVAILABLE AND MARKETED IN CONVENIENCE STORES FREQUENTLY VISITED BY YOUTH.^{6,7}



Vape products sold in flavors like gummy bear, cotton candy, mango and mint appeal to young people and are often marketed in kid-friendly packaging.



COLORADO
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¹ Villanti AC, Mowery PD, Delnevo CD, et al. "Changes in the prevalence and correlates of menthol cigarette use in the USA, 2004-2014." https://tobaccocontrol.bmj.com/content/tobaccocontrol/25/Suppl_2/ii14.full.pdf

² Ambrose, BK, et al., "Flavored Tobacco Product Use Among US Youth Aged 12 – 17 Years, 2013 – 2014," JAMA. 2015;314 (17):1871-1873.

³ Harrell MB, Loukas A, Jackson CD, et al. Flavored Tobacco Product Use among Youth and Young Adults: What if Flavors Didn't Exist? Tob Regul Sci 2017;3:168-73.

⁴ Family Smoking and Prevention Act. Retrieved June 2019. <https://www.congress.gov/bills/111/11th-congress/house-bill/1256>

⁵ Giovino GA, Villanti AC, Mowery PD et al. Differential Trends in Cigarette Smoking in the USA: Is Menthol Slowing Progress? Tobacco Control, doi:10.1136/tobaccocontrol-2013-051159, August 30, 2013 [cited 2018 Jun 12].

⁶ Ribisl KM, D'Angelo H, Feld AL, et al. Disparities in tobacco marketing and product availability at the point of sale: Results of a national study. Prev Med 2017;105:381-8.

⁷ Sanders-Jackson A, Parikh NM, Schleicher NC, et al. Convenience store visits by US adolescents: Rationale for healthier retail environments. Health Place 2015;34:63-6.



**THROUGH RETAIL LICENSING ORDINANCES,
LOCAL COMMUNITIES CAN CLOSE THE
GAPS IN STATE AND FEDERAL LAWS TO
PROTECT YOUTH AND BAN ALL FLAVORS.**



Prohibiting the sale of flavored tobacco products is a proven strategy recommended by the CDC to reduce youth initiation and use.⁸

There is support for flavor restrictions. At least two states and more than 180 communities have passed restrictions on the sale of flavored tobacco products.⁹



In June 2019, the city of Aspen passed an ordinance that banned the sale of all flavored tobacco products including mint and menthol.

www.tobaccofreeco.org/retailerlicensing



⁸ CDC, Progress Erased: Youth TOBacco Use Increased During 2017-2018. Press Release. Feb 2019. <https://www.cdc.gov/media/releases/2019/p0211-youth-tobacco-use-increased.html>
⁹ Campaign for Tobacco Free Kids. "States and Localities That Have Restricted the Sale of Flavored Tobacco Products." <https://www.tobaccofreekids.org/assets/factsheets/0398.pdf>