

Flavored Tobacco Products

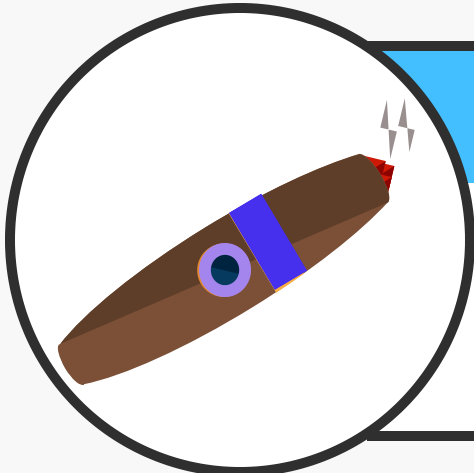
HOOK KIDS

The tobacco industry uses fruit and candy flavors as a way to target youth.



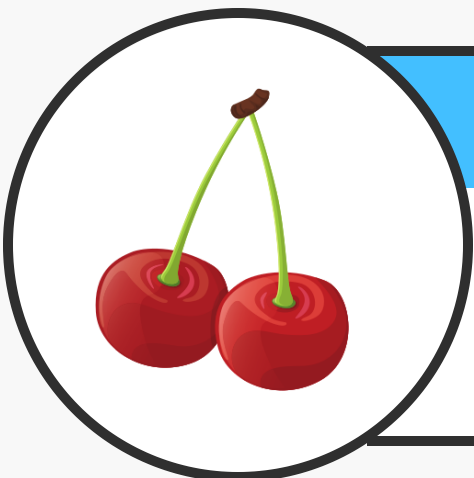
Flavors improve the taste and reduce the harshness of tobacco products.

- 81% of U.S. kids who have ever used tobacco products started with a flavored product.
- Studies show that youths are more likely to use flavored e-cigarette products (e.g. menthol) than tobacco flavored products.



Cigars are one of the most used combustible tobacco product among youth.

- 1 in 10 Montana male youths currently smoke cigars.
- Flavored cigars are still available in a wide variety of flavors. 74% of American youth cigar users say "they used the product because they come in flavors they like."



Smokeless tobacco products are sold in a variety of kid-friendly flavors.

- 10% of Montana male youths currently use smokeless tobacco.
- In 2015, flavored tobacco products (e.g. mint & menthol) made up more than half of all smokeless tobacco sales.

LOCALITIES CAN ENACT FLAVORED TOBACCO PRODUCT RESTRICTIONS TO PROTECT YOUTH FROM A LIFETIME OF NICOTINE ADDICTION.