

Flavored Tobacco Products Fact Sheet

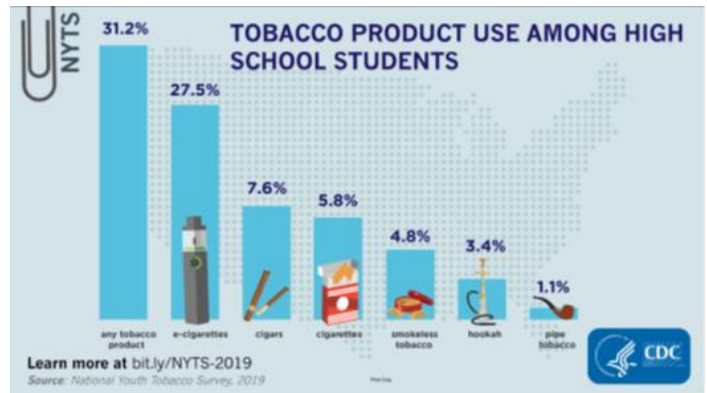
Tobacco Control Program • January 2020

Many tobacco products, including electronic nicotine delivery systems and vapor products (ENDS), and little cigars, come in flavors and are popular with CT youth. Since 2014, ENDS have been the most commonly used tobacco product among high school students, and results of the 2019 National Youth Tobacco Survey show that the overall high school use rate is 27.5% and the middle school rate is 2.3%.¹

ENDS or Vapor Products are electronic devices that may be used to simulate smoking in the delivery of nicotine or other substances to a person inhaling from the device. These include electronic or e-cigarettes, vape or vape pens, Juul, and other vapor products.

In the Tobacco Control Act signed into federal law in 2009, cigarettes with a characterizing flavor other than tobacco or menthol were prohibited. There was no similar mandate for other tobacco products, but the Food and Drug Administration (FDA) was given the power to prohibit the use of flavors, including menthol, in all tobacco products.²

In January 2020, FDA announced that after February 6, 2020 flavored pods and cartridges can no longer be sold, with an exception for both tobacco and menthol flavors. This restriction does NOT extend to tanks, e-liquids, or disposables, and does not include any other tobacco products.³



KEY POINTS:

- There are thousands of flavors of ENDS and other tobacco products that are popular with youth
- Flavors make it easier to start, make use seem safer, and cover up the harsh taste of tobacco products
- Youth can quickly become addicted with only a few puffs, their brains are still developing until age 25

ENDS have been marketed by promoting a wide variety of flavors. The variety of candy and fruit flavors and colorful packaging are especially attractive to children, and the flavor masks the harsh taste of tobacco.⁴



E-liquid



Food product



Images courtesy of the FDA and UKDailyMail.com



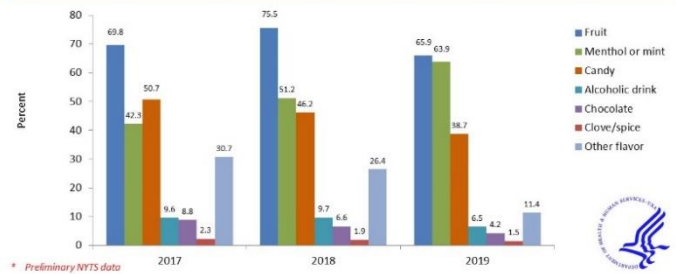
E-liquid



Food product

- 79 percent of youth (aged 12 to 17) and 89 percent of young adults (aged 18 to 24) stated that they used a tobacco product because the product “comes in flavors that I like”⁵
- During 2018-2019 Juul Labs, Inc. suspended sales of flavored products at stores that were not adult-only venues. Mint and menthol flavors are still available
- 5.6% of Connecticut adults reported current use of ENDS products in the 2018 Behavioral Risk Factor Surveillance Survey

FLAVORS POPULAR AMONG HIGH SCHOOL USERS OF E-CIGARETTES*



According to the American Academy of Pediatrics “...any regulatory policy that effectively limits youth exposure to flavored e-cigarettes is likely to improve pediatric population health”⁶

Graphic Courtesy of Vapor Galleria:

VAPOR GALLERIA e-Liquid Flavors

MADE IN THE UNITED STATES LAB PRODUCED

Exotic

- Aphrodite
- Blue Palms
- ButterHotz
- Dew Blast
- Fire Bomb
- Fruity
- Pebbles
- Cool Aid
- Pecan Pie
- Infernomint
- Hive Nectar
- Jamocoon
- Kiwi Dream
- Lime
- Sherbert
- Lion's Blood

Fruity

- Apple Snapz
- Blueberry
- Grape
- Greek Candy
- Green Apple
- Juicy Lemon
- Kiwi Strawberry
- Larry's Lemonade
- Lemon Meringue
- Mogley
- PMS
- Pomegranate
- Smoothie
- Sour Berry
- Strawberry
- Tart Kiwi
- Watermelon

Savory

- Apple Krip
- Apple Pie
- Bahama Mama
- Banana Moon Pie
- Blue Belgian
- Blueberry Crumble
- Boston Cream Pie
- Bubblicious
- Buttery Nipple
- Caramel Waffle
- Cherry Banana Custard
- ChocoEclair
- Chocolate Almond
- Chocolate Donut
- Cinnsnwi Danish
- Cinnamon Coffee Cake
- Cinnamon Roll
- Cinnamon Toast Crunch
- Coffee Delight
- Cotton Candy
- Double Fudge Brownie
- French Toast Krunch
- Nanna Waffle
- New England Cheesecake
- Ocean Blue Breeze
- Peaches N Cream
- Peanut Butter Crunch
- Reeses Cup
- Sour Gummi
- StarBux
- Strawberries N Cream
- Strawberry Graham
- Strawberry Ice Cream
- Sugar Cookie
- Vanilla Smoothie

Tobacco

- Blue-Bacco
- Camel Sands
- Cherry Pipe
- Granny's Sweet
- Reds
- RY-More
- Hannibal's Choice
- Honeywood
- Latakia
- Reds
- RY-More

Menthol

- Ande'z
- Berry Blast
- Candy Cane
- Cool Lights
- Frescada
- Kiwi Mint Breezer
- Latakia Mintol
- Menthol Kings
- Paradise Cooler
- RV-Mintol
- Turkish Mintol

Flavors of the Week
30mL Bottle for \$14.99!

Green Candy
Red and Green Apple are back with a good friend to pump up the sweet!

Vanilla Smoothie
A creamy and refreshing treat for those days of relaxation.

Nicotine Strengths
0mg 8mg 16mg 24mg
30mL Bottle - \$16.99

Ingredients: USP Propylene Glycol, USP Kosher Vegetable Glycerin, Food Grade Natural and/or Artificial Flavoring, Nicotine

KEY POINTS:

- ENDS have been marketed by promoting flavors and using a wide variety of media channels and approaches similar to those used in the past for conventional tobacco products
 - ◇ There are no current restrictions on advertising ENDS
- Menthol facilitates early initiation to tobacco products, increases the risks of addiction, and makes cessation more difficult, especially among black smokers.⁷
 - ◇ Even though a flavor is okay to eat, it does not mean it is safe to vape or smoke



Spotlight on Flavor: Diacetyl

Flavorings are often complex mixtures of natural and man-made substances.⁸ At least one flavoring chemical was detected in 47 of 51 unique flavors tested.⁹ FDA evaluates flavoring ingredients to determine whether they are “generally recognized as safe” (GRAS) to be eaten. Even if they are safe to eat, these ingredients might still be harmful to breathe in the forms and amounts to which food and chemical industry workers may be exposed. Diacetyl is used extensively in the food flavoring and production industries, and occupational exposure to this substance has been associated with severe respiratory impairment and the disease obliterative bronchiolitis. Diacetyl is used to create buttery-type flavors in ENDS and was found in 39 of the 51 flavors tested.

References

- ¹ U.S. Department of Health and Human Services, Centers for Disease Control and Prevention. *Results of the 2019 National Youth Tobacco Survey*, 2019.
- ² Tobacco Control Legal Consortium “Tobacco Control Act of 2009”, available at <https://www.publichealthlawcenter.org/topics/special-collections/tobacco-control-act-2009>. Accessed December 21, 2019.
- ³ Guidance is available at <https://www.fda.gov/regulatory-information/search-fda-guidance-documents/enforcement-priorities-electronic-nicotine-delivery-system-ends-and-other-deemed-products-market>
- ⁴ U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, *E-Cigarette Use Among Youth and Young Adults: A Report of the Surgeon General-Executive Summary*. Atlanta, GA: 2016.
- ⁵ U.S. Department of Health and Human Services, Food and Drug Administration, *Data Add to the Evidence Base that Flavored Tobacco Products May Attract Young Users; available at <https://www.fda.gov/tobacco-products/research/path-study-findings-give-insight-flavored-tobacco-health-effects-e-cigarettes-and-adult-use-cigars#references>*; Accessed January 15, 2020.
- ⁶ American Academy of Pediatrics. *E-Cigarettes and Similar Devices: Policy Statement*. 2019.
- ⁷ Center on Addiction. CASA Columbia White Paper: *Time to Ban Menthol*. 2014.
- ⁸ U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Institute for Occupational Safety and Health. *Criteria for a recommended standard: occupational exposure to diacetyl and 2,3-pentanedione*. By McKernan et al. Cincinnati, OH: (NIOSH) Publication No. 2016-111.
- ⁹ Environmental Health Perspectives. *Flavoring chemicals in e-cigarettes: diacetyl, 2,3-pentanedione, and acetoin in a sample of 51 products, including fruit-, candy-, and cocktail-flavored e-cigarettes*. Allen JG, et al. DC. 2016. 124:733–739; <http://dx.doi.org/10.1289/ehp.1510185>