

It's Time for Denver to End the Sale of All Flavored Tobacco

All products, all flavors, all locations — no exemptions

The Flavor Trap

Flavored products have long been a favorite tobacco industry strategy for targeting young people. Whether it's with flavored e-cigarettes, menthol cigarettes or flavored cigars, the tobacco industry has used flavors to hook young people for decades. It's time for Denver to stop this cycle of addiction for good.

Flavored E-cigarettes

Over 5.3 million kids in the U.S. now use e-cigarettes — 27.5% of high school students used e-cigarettes in 2019 compared to 11.3% in 2016. It's an epidemic that impacts every corner of the country, and Colorado has been hit hard. It's clear that flavors are driving the demand for use — 97% of youth e-cigarette users report using a flavored product, and 70% cite flavors as the reason for their use.

Conversely, there is no evidence that flavors play a role in helping adult smokers quit smoking, and no e-cigarette product is FDA-approved as a cessation device. While over 1 in 4 high school students use e-cigarettes, there has been minimal uptake among adults — in 2018, 3.2% of adults used e-cigarettes, compared to 2.8% in 2017 and 3.2% in 2016.

Ending the sale of flavored e-cigarettes eliminates a major source of e-cigarette demand among young people and preserves the tobacco flavor for adults who wish to continue using e-cigarettes. This action is urgently needed, particularly in light of the recent federal e-cigarette policy that leaves thousands of flavored products on the market.

E-cigarette Products Still Allowed Under New Federal E-cigarette Policy



Disposable E-cigs



15,000+ Flavored E-liquids



Sleek, open-system devices



Menthol Juul Pods & Refillable Juul Compatible Pods

Menthol Cigarettes

Over half (54%) of youth smokers ages 12-17 use menthol cigarettes. Decades of targeting by the tobacco industry mean menthol cigarettes are also disproportionately used by young people, African Americans and the LGBTQ community. Menthol masks the harsh taste of cigarettes, making them more appealing to novice users. A 2013 FDA report determined that menthol cigarettes lead to increased youth initiation, greater addiction and decreased success in quitting smoking. And just like regular cigarettes, menthol cigarettes cause over 10 types of cancer, heart disease, stroke and many other diseases.

Flavored Cigars

For the first time, cigars were more commonly used among high school students in 2019 (7.2%) than cigarettes (5.8%). Cheap, flavored cigars mask the harshness of cigar smoke, and sales [have](#) increased even as cigarette sales decline. Not surprisingly, flavored cigars are most popular among youth, setting them up for addiction.

IT'S TIME TO STOP THE TOBACCO INDUSTRY FROM TARGETING DENVER'S KIDS WITH FLAVORED TOBACCO PRODUCTS

Ending the sale of all flavored tobacco products in Denver is supported by (continued next page):



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