



## TOPIC

# Curtailing Marketing and Flavor Additives to Reduce Youth Use of e-cigarettes (vaping)

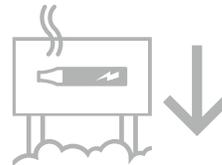
## PROBLEM

E-cigarette use has exploded among U.S. youth, with [10.5% of middle schoolers](#) and [27.5% of high schoolers](#) reporting use. E-cigarette companies add candy, fruit, and other [flavors to nicotine](#) and promote such flavored products to youth. [Most youth do not realize](#) that products such as JUUL are addictive. Adding flavors other than menthol to tobacco cigarettes [is banned in the U.S.](#), but these laws were not written to cover e-cigarettes.

## SOLUTIONS



Eliminating the manufacturing and sale of non-tobacco flavored e-cigarettes [will reduce youth use of e-cigarettes.](#)



Curtailing marketing of e-cigarettes to youth in general and flavored products in particular should reduce youth initiation and use.

## CONCLUSION

E-cigarette manufacturers add fruit, candy, and other flavors and promote these flavors to entice new users, particularly youth. Regulating these flavors and their promotion as is currently done with tobacco cigarettes would reduce youth use of e-cigarettes.



## KEY POLICY EVIDENCE

In a [survey of over 6,700 youth](#) and young adults, over 80% of tobacco users reported using flavored products, and over 75% of these said they would not use the product if it were not flavored.

Adolescents report that they are [four or more times as likely](#) to try an offered e-cigarette if it has a menthol, fruit, or candy flavor.

In a national [study of over 13,500 youth](#) (aged 12-17), 81.5% of e-cigarette users cited flavor as a reason for their use.

The majority of [a random sample of California youth](#) (average age 17.5) reported that advertising for flavors such as smoothy, cherry, and vanilla cupcake was targeted directly at their age group.

### LEARN MORE

Ambrose BK, Day HR, Rostron B, Conway KP, Borek N, Hyland A, and Villanti AC (2015). Flavored tobacco product use among US youth aged 12-17 years, 2013-2014. *Journal of the American Medical Association* 314(17): 1871-3.

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Klein JD (2018). E-cigarettes: A 1-way street to traditional smoking and nicotine addiction for youth. *Pediatrics* 141(1): e20172850.

McNeill A, Brose LS, Calder R, Hitchman SC, Hajek P, and McRobbie H (2015). E-cigarettes: an evidence update. *Public Health England*, 3.

Pepper JK, Ribisl KM, and Brewer NT. (2016). Adolescents' interest in trying flavoured e-cigarettes. *Tobacco Control* 25(Suppl 2): ii62-6.



There are over 15,000 flavors for e-cigarettes or vaping products, including everything from your usual chocolate or cherry to “Honey Doo Doo” or “Unicorn Poop.” And the makers of these products say that they’re not targeting youth! Clearly, they are. Our research shows that adolescents want to use flavored tobacco products and the flavors are the main reason they’re using them. If we can eliminate these products’ flavors, we would probably eliminate their use.”

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