

Flavors and how they play a role in youth tobacco use.

- **81%** of youth who have ever used tobacco products initiated with a flavored product.
- **72.3%** of youth tobacco users have used a flavored tobacco product in the past month.
- At least **2/3s** of youth tobacco users report using tobacco products “because they come in flavors I like.”



TOBACCO COMPANIES ADD MENTHOL TO CIGARETTES WHICH MAKES SMOKING EASIER TO START AND HARDER TO QUIT

THE AVERAGE AGE OF A
NEW SMOKER IS
13 YEARS
OLD



GET THE FACTS ABOUT MENTHOL
VISIT SeenEnoughTobacco.org



MORE THAN HALF (54%) OF YOUTH AGES 12-17 YEARS WHO SMOKE USE MENTHOL CIGARETTES

Where Does This Leave Us?

Unfortunately, Menthol is still legal in traditional cigarettes and is the most popular flavor across all tobacco products and all demographics. Flavors can also be found in smokeless tobacco products and types of cigars. The federal government banned prefilled vaping pods excluding traditional tobacco and menthol flavoring, which has led to the rise in popularity in disposable vaping products ie. Puff Bar and Hyde. New York State has banned all flavored vaping products including menthol only allowing traditional tobacco products to be sold. Unfortunately, flavored disposable products are allowed to be sold by Native owned shops on Seneca Territory.