



End the Sale of Flavors in all Tobacco Products, including menthol cigarettes: Preventing a New Generation of Tobacco Addicted Youth

In recent years, there has been a surge of new tobacco products on the market, also called *vapes*, *Juuls*, *electronic cigarettes*, or *e-cigarettes*. These products are available in thousands of sweet kid-friendly flavors, including gummy bear, cotton candy, and peanut butter cup. According to the National Youth Tobacco Survey, **youth e-cigarette use increased 135% between 2017 and 2019 in the U.S.** and

Washington State is no exception. Middle and high school students in Washington are getting hooked and the CDC estimates **31.2% of high schoolers currently use tobacco products and highlighted the availability of flavored tobacco products as a primary factor.**



"I use the word epidemic with great care. E-cigs have become an almost ubiquitous – and dangerous – trend among teens. The disturbing and accelerating trajectory of use we're seeing in youth, and the resulting path to addiction, must end. It's simply not tolerable."

- FDA Commissioner Scott Gottlieb, M.D.

Flavored tobacco products, e-cigarettes, and similar products such as electronic hookahs undermine efforts to reduce youth tobacco use. These candy flavored products can contain high levels of nicotine which is harmful to still developing brains. Alarming, e-cigarette use increases the risk of ever using combustible tobacco cigarettes among youth and young adults.

To stop this new wave of addiction, Washington should immediately and permanently end the sale of flavored tobacco products, including mint and menthol cigarettes.

**Don't let a new generation of tobacco users get hooked on tobacco.
End the sale of all flavored tobacco products, including menthol cigarettes.**