

THE DANGERS OF FLAVORED TOBACCO



THIS IS NOT BOBA.

☹️ IT'S FLAVORED TOBACCO.

The tobacco industry targets Asian American, Native Hawaiian, and Pacific Islander (AANHPI) communities by creating Asian-inspired flavored tobacco products such as lychee, Sriracha, and taro.

4 OUT OF 5 YOUTH WHO HAVE USED TOBACCO STARTED WITH A FLAVORED PRODUCT¹

FLAVORED TOBACCO PLAYS A BIG ROLE IN DRAWING YOUTH TO TOBACCO PRODUCTS



NICOTINE IS ONE OF THE MOST TOXIC OF ALL POISONS IT CAN REWIRE THE BRAIN ESPECIALLY IN YOUNG PEOPLE²



California Health Collaborative



API PACT
PROGRAM

Asian Pacific Islander Partners & Advocates Countering Tobacco

JOIN US to **SAVE** lives and **IMPROVE** our communities!



Find us on Facebook @APIPACT



Contact us at apipact@healthcollaborative.org



For more information flavorhookkids.org

References

1. Villanti AC, et al. Flavored Tobacco Product Use in Youth and Adults. *Am J Prev Med.* 53 (2017).
2. U.S. Department of Health and Human Services. *Mind Matters: The Body's Response to Nicotine.* 2018.

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