

# FLAVORED TOBACCO PRODUCTS: TOXINS IN DISGUISE



**If flavored tobacco tastes sweet, it must not be harmful...right?**

**The tobacco industry is influencing youth into a lifetime of addiction by promoting flavored tobacco as less harmful and more appealing to youth.**



UnidosporSalud



CALIFORNIA HEALTH  
COLLABORATIVE

**For more information on flavored tobacco visit:**

**FlavorsHookKids.org**

**or contact Unidos Por Salud at**

**[unidospor salud@healthcollaborative.org](mailto:unidospor salud@healthcollaborative.org)**

The flavor, smell, and appearance of flavored tobacco products influence youth to start smoking and are preferred over non-flavored products.

7 out of 10 middle and high school students

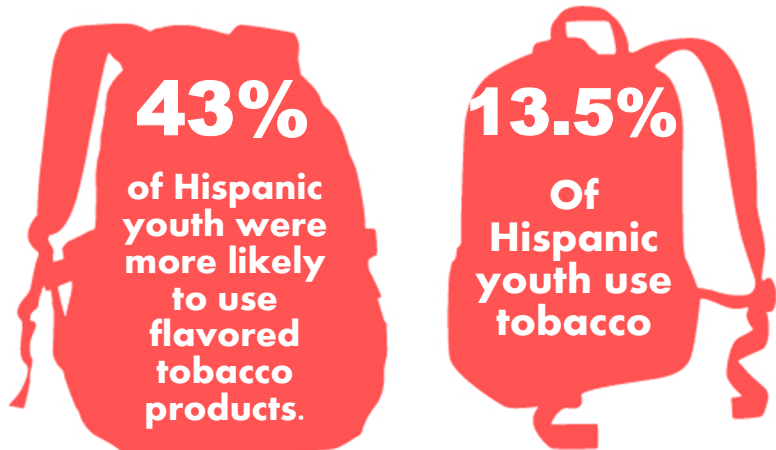


have used a flavored tobacco product

Use of e-cigarettes among youth has tripled

In a Truth Initiative Young Adult Cohort Study, 19.9% of young adult Hispanic smokers reported using mentholated cigarettes and 23.7% reported only using flavored tobacco only.

## Flavored Tobacco and Hispanic Youth Quick Facts



Sources:

1. Campaign for Tobacco Free Kids (2018)
2. Center for Disease Control and Prevention (2015)
3. Sterling K, Fryer C, Pagano I, et al. (2018). Association between menthol-flavoured cigarette smoking and flavoured little cigar and cigarillo use among African-American, Hispanic, and white young and middle-aged adult smokers. *Tobacco Control*. Published Online First: 07 October 2016. doi: 10.1136/tobaccocontrol-2016-053203
4. Rath J. M., Villanti A. C., Williams V. F., et al. (2016). Correlates of current menthol cigarette and flavored other tobacco product use among U.S. young adults. *Addictive Behaviors*, Volume 62, Pages 35-41, <https://doi.org/10.1016/j.addbeh.2016.05.021>.

Flavored tobacco products are a huge threat to the health of youth as they contain cancer-causing chemicals including:

- ☠ Nicotine
- ☠ Hydrogen cyanide
- ☠ Formaldehyde
- ☠ Lead
- ☠ Arsenic
- ☠ Ammonia
- ☠ Benzene
- ☠ Carbon monoxide

Cancer is the leading cause of death among Hispanics, making up 22% of deaths.