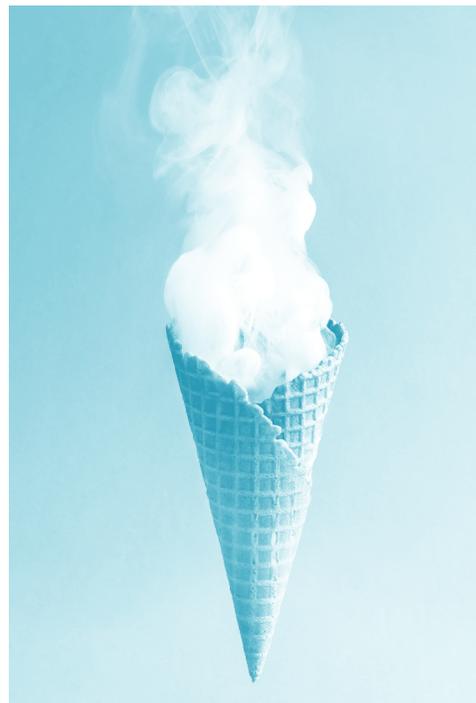


FLAVORED TOBACCO FUELS ADDICTION IN YOUNG PEOPLE.



TOBACCO COMPANIES TARGET YOUNG PEOPLE.

Advertising tobacco specifically to youth has been banned for decades, but tobacco companies still find ways to prey on them. They use fruit, candy, and other flavors that are more appealing to young people than the taste of tobacco. And since e-cigarettes deliver vapor instead of smoke, they're even milder and more approachable. And that makes it even more likely for youth to get hooked on them.

86%

of adolescents who have used tobacco reported that the first kind they tried was flavored.

"Flavored tobacco product use among U.S. youth aged 12–17 years, 2013–2014," a 2015 study in JAMA.

THEY'RE STILL GROWING.

Until a person reaches their 20s, their brain is still developing. So teens are more susceptible to the addictive effects of vaping — and to the damage it can cause. These flavored products are designed to entice potential users to try, because tobacco companies know that a nicotine addiction is difficult to break, and the earlier people get hooked, the more money the companies can make.

A WOLF IN SHEEP'S CLOTHING.

Yes, advertising to teens is banned. But tobacco companies still victimize teens and use them for profit.

A 2018 investigation found that tobacco companies were paying young social media influencers to promote e-cigarettes to millions of followers without disclosing that they were engaged in paid advertising.*

And it wasn't just a flash in the pan.

These youth-focused social media campaigns have been viewed at least 8.8 billion times in the U.S. and 25 billion times globally.

**"Request for investigative and enforcement action to stop deceptive advertising online," petition presented to the Federal Trade Commission by Campaign for Tobacco-Free Kids, 2018.*

Learn more about tobacco companies' taste tactics and what you can do to protect teens from vape addiction at VapeFreeDE.com.

VapeFreeDE.com

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Division of Public Health
Tobacco Prevention and Control Program

