

Flavors aren't for adults. **Flavors hook kids.** It's time to end the sale of flavored tobacco products.

Removing ALL flavored tobacco products from store shelves will make it less likely that Maine kids will try their first tobacco product – smoked, chewed, or vaped.

Tobacco addiction is a pediatric epidemic.

- 95% of adult smokers started using tobacco by the age of 21.
- If youth don't start using tobacco before the age of 21, they are unlikely to ever do so.
- The tobacco industry is laser-focused on youth and young adults, even calling them their "replacement smokers".

Youth vaping is an epidemic in Maine.

- More than 85% of e-cigarette users ages 12-17 use flavored e-cigarettes, and flavors are the leading reason for youth use.
- More than 90% of young adult e-cigarette users use tobacco products flavored to taste like menthol, alcohol, fruit, chocolate, or other sweets.
- 4 out of 5 teenagers who have ever used tobacco started with a flavored product.
- While 99% of e-cigarettes contain nicotine, 54% of Maine youth think it's "just flavoring."
- Youth who vape are two-times more likely to start smoking combustible cigarettes within 2 years than youth who have never used tobacco.

Despite all the fruit and candy flavors, Menthol is the most dangerous flavor of all.

- Menthol cigarettes are easier to start smoking and harder to quit.
- More than half of all youth smokers ages 12-17 use menthol cigarettes, compared to fewer than 1/3 of smokers ages 35 and older.
- Menthol use is even higher among African American youth: 70% smoke menthol cigarettes.
- The Food and Drug Administration's Tobacco Products Scientific Advisory Committee's (TPSAC) analysis concludes that African Americans are disproportionately burdened by the health harms of menthol cigarettes. Marketing and availability of menthol cigarettes increases the overall prevalence of smoking and reduces cessation among African Americans.

Real examples of vape flavors:

- Yummy Gummy
- Wild Berry
- Grape
- Vanilla Birthday Cake
- Cherry Crush
- Banana Blast
- Sour Apple
- Tropical Twist
- Watermelon
- Chocolate
- Creme Brulee
- Vanilla Caramel
- Donut
- Pop Tart
- Cotton Candy
- Winter Mocha Mint

**We must act now
to ensure that
Maine's next
generation grows
up tobacco-free.**