

# It's Time for Denver to End the Sale of All Flavored Tobacco *All products, all flavors, all locations — no exemptions*

## The Flavor Trap

Flavored products have long been a favorite tobacco industry strategy for targeting young people. Whether it's with flavored e-cigarettes, menthol cigarettes or flavored cigars, the tobacco industry has used flavors to hook young people for decades. It's time for Denver to stop this cycle of addiction for good.

## Flavored E-cigarettes

Over 3.6 million kids in the U.S. now use e-cigarettes — 19.6% of high school students used e-cigarettes in 2020 compared to 11.3% just four short years ago, in 2016. It's an epidemic that impacts every corner of the country, and Colorado has been hit hard. It's clear that flavors are driving the demand for use — 97% of youth e-cigarette users report using a flavored product, and 70% cite flavors as the reason for their use. Among current e-cigarette users, nearly 39% of high school students and 20% of middle school students reported using e-cigarettes on 20 or more of the past 30 days. 22.5% of high school users and 9.4% of middle school users reported daily use.

Conversely, there is no evidence that flavors play a role in helping adult smokers quit smoking, and no e-cigarette product is FDA-approved as a cessation device. While nearly 1 in 5 high school students use e-cigarettes, there has been minimal uptake among adults — in 2018, 3.2% of adults used e-cigarettes, compared to 2.8% in 2017 and 3.2% in 2016. Ending the sale of flavored e-cigarettes eliminates a major source of e-cigarette demand among young people and preserves the tobacco flavor for adults who wish to continue using e-cigarettes. This action is urgently needed, particularly in light of the recent federal e-cigarette policy that leaves thousands of flavored products on the market, and the lack of state policy to protect Denver's kids. During 2019-2020, disposable e-cigarette use increased approximately 1000% among high school current e-cigarette users.

## *E-cigarette Products Still Allowed Under New Federal E-cigarette Policy*



Disposable E-cigs



15,000+ Flavored E-liquids



Sleek, open-system devices



Menthol Juul Pods & Refillable Juul Compatible Pods

## Menthol Cigarettes

Over half (54%) of youth smokers ages 12-17 use menthol cigarettes. Decades of targeting by the tobacco industry mean menthol cigarettes are also disproportionately used by young people, African Americans and the LGBTQ community. Menthol masks the harsh taste of cigarettes, making them more appealing to novice users. A 2013 FDA report determined that menthol cigarettes lead to increased youth initiation, greater addiction and decreased success in quitting smoking. And just like regular cigarettes, menthol cigarettes cause over 10 types of cancer, heart disease, stroke and many other diseases.

## Flavored Cigars

For the first time, cigars were more commonly used among high school students in 2019 (7.2%) than cigarettes (5.8%). Cheap, flavored cigars mask the harshness of cigar smoke, and sales *have* increased even as cigarette sales decline. Not surprisingly, flavored cigars are most popular among youth, setting them up for addiction.

***IT'S TIME TO STOP THE TOBACCO INDUSTRY FROM TARGETING DENVER'S KIDS WITH FLAVORED TOBACCO PRODUCTS***

## ENDORSED BY:

African American Tobacco Control Leadership Council - AATCLC  
 American Academy of Pediatrics, Colorado Chapter  
 American Cancer Society - Cancer Action Network  
 American Heart Association  
 American Lung Association  
 Americans for Nonsmokers' Rights  
 Asian Pacific Development Center  
 Boys and Girls Club of Metro Denver  
 Brother Jeff's Cultural Center  
 Campaign for Tobacco-Free Kids  
 Capitol Hill United Neighborhoods  
 Center for African American Health  
 The Center for Black Health & Equity  
 Center for Health Progress  
 The Center on Colfax  
 Children's Hospital Colorado  
 Clinica Tepeyac  
 Colorado Academy of Family Physicians  
 Colorado Association for School-Based Health Care  
 Colorado Academy of Family Physicians  
 Colorado Black Health Collaborative  
 Colorado Cancer Coalition  
 Colorado Children's Campaign  
 Colorado Children's Healthcare Access Program (CCHAP)  
 Colorado Coalition for the Homeless  
 Colorado Dental Association  
 Colorado Latino Leadership, Advocacy & Research Organization (CLLARO)  
 Colorado Organization for Latina Opportunity and Reproductive Rights (COLOR)  
 Colorado Parent Teacher Association (PTA)  
 Colorado Public Health Association  
 Colorado Society for Respiratory Care  
 Colorado Thoracic Society  
 CoPIRG

Denver Council Parent Teacher Student Association (PTSA)  
 Denver Health  
 Eastern Colorado Council of Black Nurses  
 Greater Park Hill Neighborhood Association  
 Healthier Colorado  
 HealthONE  
 Inner City Health Center  
 Interfaith Alliance of Colorado  
 Kaiser Permanente  
 Latina Initiative  
 Lung Cancer Task Force  
 March of Dimes  
 Masjid Taqwa - Northeast Denver Islamic Center Mental Health Colorado  
 Metro Denver Dental Society  
 Metro Denver Oncology Nursing Society  
 NAACP Colorado Branch  
 NAACP Denver Branch  
 National Association of Black Veterans  
 National Jewish Health  
 Northeast Park Hill Coalition  
 Oncology Nursing Society  
 ONE Colorado  
 Overland Park Neighborhood Association  
 Parents Against Vaping Electronic Cigarettes (PAVe)  
 Preventing Tobacco Addiction Foundation  
 Rocky Mountain Hospital for Children  
 Ruby Hill Neighbors  
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 UC Health  
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