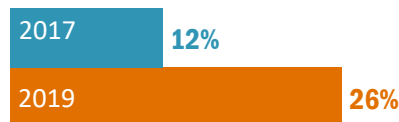




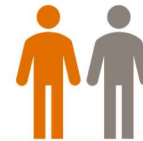
After decades of progress to reduce tobacco use among youth, current use of tobacco among high school students has exploded to nearly 30% - an increase from 19% in 2017 - largely due to the popularity and appeal of flavored **electronic vapor products (EVP)**.¹

The tobacco industry uses flavored products to attract and retain customers. Youth, minorities, women and other populations are aggressively marketed to and disproportionately impacted.

The rate of vaping among high school youth in VT doubled between 2017 and 2019 ¹



One in two high school youth have ever used an electronic vapor product (EVP) ¹



Flavors, including menthol, are marketed in all tobacco products

- Among Vermont youth and young adults ages 12 to 25 years:
 - 27% of past 30-day smokers used menthol/mint flavored cigarettes.²
 - 56% of past 30-day vapers used menthol/mint EVPs.²
- Flavors mask the harsh taste of tobacco in products, including in chew and little cigars.

Flavors are easily accessible in Vermont

- 86% of tobacco retailers sold at least one kind of flavored tobacco product in 2018.³
- 40% of stores sold flavored e-cigarettes and 75% offered flavored cigarillos or cigars.³

Most tobacco use starts with flavors – then people get hooked

- First use of a flavored tobacco product (e.g., cigarettes, cigars, EVPs, hookah, smokeless tobacco) has been shown to lead to continued use of the product.^{4,5,6}
 - **86%** of young Vermonters who **ever used an EVP, first used a flavored EVP**.²
 - **86%** of **current EVP users** ages 12 to 25 **use a flavored EVP**.²

Flavors – especially menthol – make it easier to start and harder to quit

- Menthol cigarette smoking is more prevalent among youth and minority smokers.⁷
- Menthol flavorings also contribute to addiction in youth smokers.⁷
- Adult menthol smokers are less likely to quit smoking compared to non-menthol smokers.⁸



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- 6 National Center for Chronic Disease Prevention and Health Promotion (US) Office on Smoking and Health. *Preventing Tobacco Use Among Youth and Young Adults: A Report of the Surgeon General*. Atlanta (GA): Centers for Disease Control and Prevention (US); 2012. <http://www.ncbi.nlm.nih.gov/books/NBK99237/>.
- 7 Villanti AC, Collins LK, Niaura RS, et al. Menthol cigarettes and the public health standard: a systematic review. *BMC Public Health* 2017;17(1):983. doi: 10.1186/s12889-017-4987-z.
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