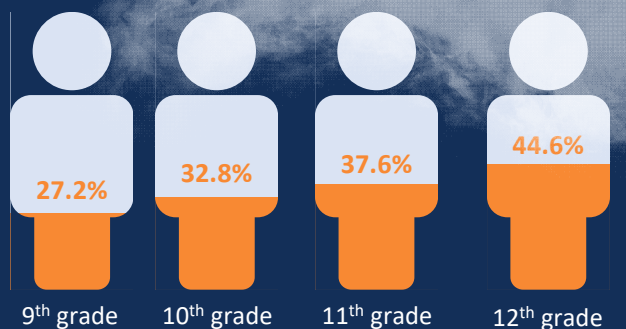


FLAVORED E-CIGARETTES INCREASE SMOKING RISK IN YOUTH



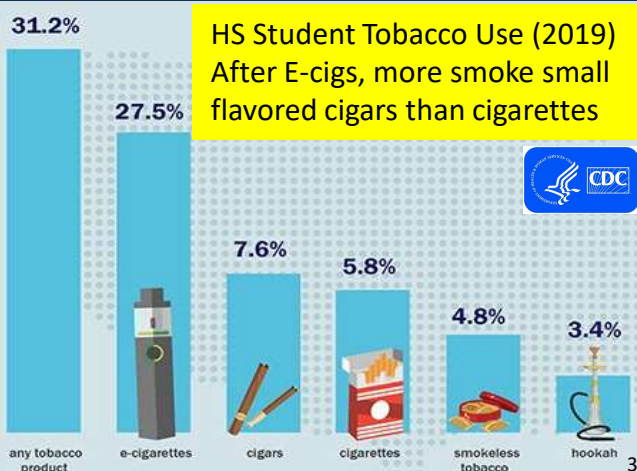
% of Students In Maryland Who Have Ever Used An Electronic Vaping Product ^{1*}

By 12th grade, almost 50% of high schoolers have tried e-cigarettes

48,337 Maryland students used electronic vaping products in 2017. ¹

Advertising leads adolescents to believe e-cigarettes are harmless

- After viewing advertising, non-smokers perceive candy and fruit flavored e-cigarettes as less harmful than tobacco flavored liquids. ²
- With a choice of candy, fruit, or tobacco-flavored e-cigarettes, current adult smokers are most likely to choose tobacco flavor. Non-smokers are most likely to choose candy and fruit flavors. ²



Menthol  4x

Candy  4.5x

Fruit  6.5x

Increased chance adolescents will try flavored e-cigs compared to non-flavored. ⁴

Flavoring induces youths to try e-cigarettes

Advertisements highlighting flavors contribute to increased use of e-cigarettes among youth. ⁴

Youths using e-cigarettes are more likely to become tobacco smokers

Youths using flavored e-cigarettes are 4x as likely to become cigarette smokers as youths who do not use e-cigarettes. ⁵



Studies show targeted marketing of menthol flavoring in African-American communities ⁶

- Menthol marketing is higher in publications and venues that appeal to African-American audiences. ⁶
- Evidence from tobacco industry documents also shows that tobacco companies specifically targeted African-Americans with menthol cigarette advertising. ⁶

Annotations

*including e-cigarettes, e-cigars, e-pipes, vape pipes, vaping pens, e-hookahs, and hookah pens

References

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