It’s Time for Colorado to End the Sale of All Flavored Tobacco Products

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 Colorado to stop this cycle of addiction for good.

Flavored E-cigarettes
Over 5.3 million kids in the U.S. now use e-cigarettes — 27.5% of high school students used e-cigarettes in 2019 compared to 11.3% in 2016. 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.

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 over 1 in 4 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.

Flavored Tobacco Products Still Allowed Under New Federal Policy

Flavored combustible products including flavored cigars and menthol cigarettes
15,000+ flavored e-liquids and sleek, open-system devices
Menthol pods, refillable pods and disposable devices

Reducing Tobacco Use is Critical to Reducing Health Inequities
Ending the sale of flavored tobacco products will help protect populations long targeted by the tobacco industry. 85% of all African American smokers smoke menthol cigarettes, including 7 in 10 African American youth smokers. Cigars are also more popular among African American high school students. E-cigarettes are by far the most popular tobacco product among African-American (17.7%) and Hispanic (23.2%) youth. Among middle school students, e-cigarette use is highest among Hispanic students (13.1%). LGBTQ youth have also long been targeted by the industry, resulting in smoking rates double that of heterosexual youth, as well as higher rates of e-cigarette and cigar use.

Menthol Cigarettes
Over half (54%) of youth smokers ages 12-17 use menthol cigarettes. Menthol masks the harsh taste of cigarettes, making them more appealing to novice users. 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
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 overall 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 COLORADO’S KIDS WITH FLAVORED TOBACCO PRODUCTS

End the sale of all flavored tobacco products in Colorado by passing HB20-1319.
Ending the sale of all flavored tobacco products in Colorado (HB20-1319) is supported by: