Ending the Sale of Flavored Tobacco Products

Ending the sale of all flavored tobacco products, including **flavored e-cigarettes, menthol cigarettes and flavored cigars**, is a critical step to reverse the youth e-cigarette epidemic and create the first tobacco-free generation. There is a growing movement by policy makers at all levels, and especially at the state and city level, to prohibit the sale of all flavored tobacco products.

**Menthol Cigarettes Target Youth, African Americans**

The tobacco industry has targeted African American communities with menthol marketing for decades. As a result, **85% of African American smokers use menthol cigarettes**. Menthol is just another flavor added to tobacco products to lure in customers. There is more than **enough evidence to end the sale of menthol cigarettes**.

Menthol cools and numbs the throat and reduces the harshness of tobacco smoke, making menthol cigarettes more appealing for kids who are starting to smoke. **Over half of youth smokers—including seven in ten African-American youth smokers—use menthol cigarettes.** A comprehensive FDA scientific analysis, issued in 2013, concluded that menthol cigarettes 1) increase smoking initiation and progression to regular smoking among youth and young adults; 2) increase nicotine dependence (addiction); and 3) reduce success in quitting smoking.

Given that smoking and vaping can make the symptoms of COVID-19 even worse and can contribute to the toll this pandemic is taking on Chicago communities, now is the time to end the sale of flavored tobacco products to protect the health of all Chicagoans.

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**FLAVORS HOOK KIDS CHICAGO**

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