

VAPING WITH FLAVORS

Michael & Susan Dell Center for Healthy Living

Teens are vulnerable to vaping and tobacco flavors.

Vaping, or e-cigarette use, is common among Texas teens, even though the minimum legal age to purchase e-cigarettes is now 21. Teen vaping in Texas is a public health issue.

Flavored Tobacco Crisis



In the US, 6.2 million teens use tobacco products. Most of them (70%) use flavors.¹



These numbers are worse in Texas, where 80% of teens who use tobacco use a flavored product like strawberry e-cigarettes, menthol cigarettes, and grape cigars.²



Studies show that flavors in tobacco appeal to new users³ and addict current users.⁴

Causes of the Crisis

- Nearly 16,000 different flavors of e-cigarettes are currently on the market.⁵
- These products are sold in vape shops, gas stations, as well as online, and - with a few exceptions - are mostly unregulated by the state or federal government.⁶⁻⁸
- Teens think flavors make vaping less dangerous and nicotine less addicting.⁹⁻¹²

Nearly 80% of teen e-cigarette users say they would stop using the products altogether if sales of flavored e-cigarettes were restricted.



We can prevent teen tobacco addiction fueled by flavors:

- Restrict the sale of flavored e-cigarettes and other tobacco products.
 - States like Michigan, Montana, and Utah recently issued temporary restrictions on the sale of flavored e-cigarettes in order to curb use among kids.
 - States like Rhode Island and New Jersey recently restricted the sale of flavored tobacco products, such as menthol cigarettes.
 - When these laws are passed, studies show tobacco use among teens drops by 5% in the first 6 months.¹³
- Strengthen the enforcement of current Texas age verifications laws for both online and in-person sales of e-cigarettes and other tobacco products to ensure retailers are not selling to kids.
- Fund educational programs in schools, such as the CATCH My Breath E-Cigarette Prevention Program,¹⁴ could reduce the the number of kids who use e-cigarettes by as much as 40%.

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About the Texas Child Health Status Report

This project is funded by the Michael & Susan Dell Foundation. Research reported in this paper was supported by grant number [1-P50-CA180906] from the National Cancer Institute (NCI) and the FDA Center for Tobacco Products (CTP). Funding was also provided by the National Cancer Institute (NCI) through the grant [R01-CA239097]. This content is solely the responsibility of the authors and does not necessarily represent the official views of the NIH (NCI) or the FDA. Dr. Harrell is a consultant in litigation involving the vaping industry.

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Last Updated December 11, 2020