

# RESTRICTING FLAVORS

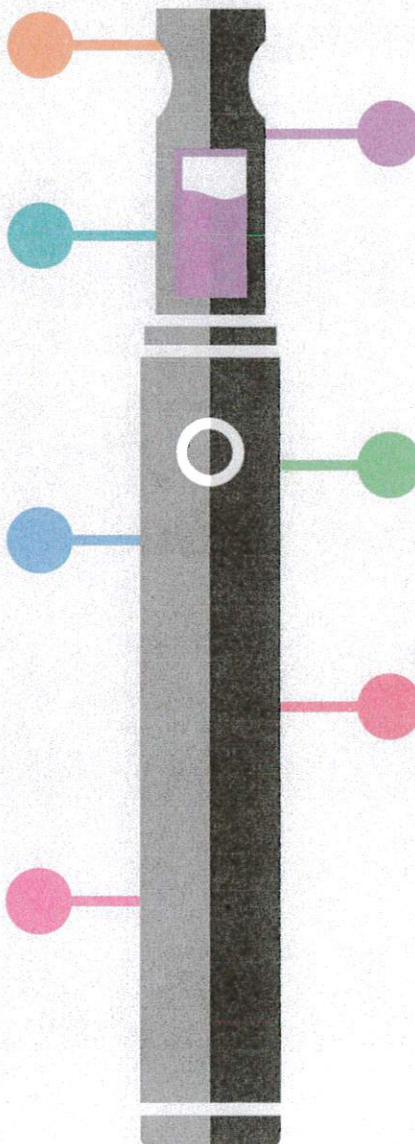
**70,000 Utah teens** have admitted to trying e-cigarettes.

**80% of kids** who use tobacco started with flavored products.<sup>1</sup>

There has been a steady rise in the use of e-cigarettes among Utah's youth. This is concerning for two reasons: 1) the high levels of nicotine can damage the developing brain; 2) research shows that youth e-cigarette use can lead to traditional tobacco use later in life.

This bill will restrict **youth** access to flavored tobacco and e-cigarette products.

Utah **adult** smokers will be able to continue to purchase their e-cigarette flavors at age-restricted specialty tobacco retailers.



**84%** of youth reported that they would not use e-cigarettes and other tobacco products if they were not flavored.

There are currently **no restrictions** on the flavoring of e-cigarette products. This has resulted in the production of over **15,500** e-cigarette flavors.<sup>2</sup>

**60%** of adult smokers in Utah support a policy restricting the sale of flavored tobacco products.

<sup>1</sup> Ambrose, BK, et al., "Flavored Tobacco Product Use Among US Youth Aged 12-17 Years, 2013-2014," Journal of the American Medical Association, published online October 26, 2015.

<sup>2</sup> Zhu, S-H, et al., "Evolution of Electronic Cigarette Brands from 2013-2014 to 2016-2017: Analysis of Brand Websites," Journal of Medical Internet Research, 20(3), published online March 12, 2018.