



Flavored Tobacco Fact Sheet

- Under the Family Smoking Prevention and Tobacco Control Act, the sale of cigarettes containing any characterizing flavors other than menthol is illegal. (*U.S. Food and Drug Administration*)
- Flavored tobacco products are as addictive and carry the same health risks as regular tobacco products like lung diseases, cancers, and strokes (*U.S. Food and Drug Administration*)
- Studies of youth expectations around flavored tobacco products like “bidis” and hookahs have found that young smokers report choosing flavored products over cigarettes because they “taste better” and are perceived to be “safer.” (*U.S. Food and Drug Administration*)
- One study of youth smokers between the ages of 13 and 18 showed that 52% of smokers who had heard of flavored cigarettes reported interest in trying them, and nearly 60% thought that flavored cigarettes would taste better than regular cigarettes. (*U.S. Food and Drug Administration*)
- In March 2008, a poll found that one in five youth between the ages of 12 and 17 had seen flavored tobacco products or ads, while only one in 10 adults reported having seen them. (*U.S. Food and Drug Administration*)
- In 2009, 3.4% of middle school students and 6.0% of high school students had smoked flavored cigarettes on one or more occasions during the past 30 days.
- Among all high school seniors who have ever used smokeless tobacco, almost 75% began by the 9th grade.
- People who use smokeless tobacco are 50 times more likely to get cancer of the cheek and gums.
- Overall, 3.5% of Florida middle school students and 5.9 % of high school students used smokeless tobacco at least once during the past 30 days.

- In 2009, 1.9% of middle school and 7.7% of high school students had smoked tobacco out of a hookah on one or more occasions during the past 30 days.
- Hookah, which is smoked for about 45 minutes, delivers 36 times more tar than a cigarette, 15 times more carbon monoxide and 70 percent more nicotine. (*Thomas Eissenberg, a psychology professor at Virginia Commonwealth University and co-author of a hookah study*)
- Smoking a hookah pipe for 60 to 80 minutes is the equivalent of smoking 100 cigarettes. (*World Health Organization*)
- Hookah smokers are at risk for the same kinds of diseases that are caused by cigarette smoking, including oral cancer, esophageal and gastric carcinoma, lung cancer, reduced pulmonary function and decreased fertility. (*Center for Disease Control*)