

# FLAVORS

**Flavors play a significant role in drawing youth and young adults to tobacco products.**



**Fruit and candy flavors are designed to appeal to youth tobacco users and are found in many tobacco products.**



**87%**

**MA**  
97 municipalities, including Boston, restricted flavored tobacco products (other than menthol) to adult-only retail tobacco stores and smoking bars.

**CA**  
Numerous cities and counties in the state have restricted or prohibited flavored tobacco.

**IL**  
Chicago has prohibited the sale of flavored tobacco products, including menthol, within 500 feet of city high schools.

**RI**  
Providence became the first city to prohibit the sale of flavored tobacco products.

**81%**

**81% of youth who ever tried tobacco chose flavored tobacco as their first tobacco product.**

**3.26M**

**U.S. middle and high school students used a flavored tobacco product in 2014.**