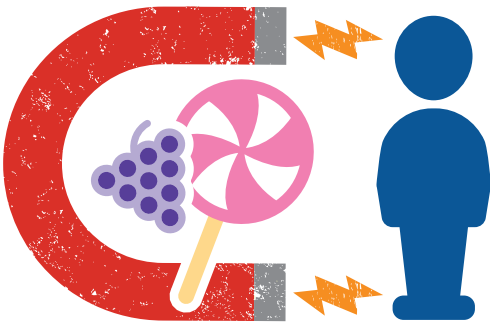


PROHIBIT THE SALE OF ALL FLAVORED TOBACCO PRODUCTS

Minnesotans agree: We can do more to prevent kids from becoming addicted. Minnesotans for a Smoke-Free Generation supports restricting or prohibiting the sale of all flavored tobacco products, to create a healthier future for our kids and address tobacco-related health disparities.

WEAK FEDERAL RULES ALLOW THE TOBACCO INDUSTRY TO USE FLAVORS TO ATTRACT NEW NICOTINE USERS.



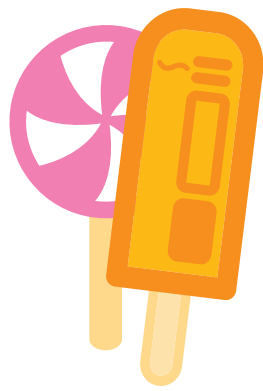
- President Trump promised to “clear the market of unauthorized, non-tobacco-flavored e-cigarette flavors” . . . but the FDA policy only includes a temporary ban on some pod-based, candy-flavored e-cigarettes.¹
- The FDA proposal exempts many products which are popular among youth, including all menthol tobacco products.²

FLAVORED PRODUCTS ARE A KEY REASON MINNESOTA IS FACING A YOUTH TOBACCO EPIDEMIC.^{3,4}

- More than a quarter of Minnesota 11th-graders now report using e-cigarettes, and the 8th-grade vaping rate has nearly doubled since 2016.⁴
- Ninety-seven percent of national youth e-cigarette users use flavored vapes.⁵
- In Minnesota, 67 percent of high-school tobacco users use flavored products.³



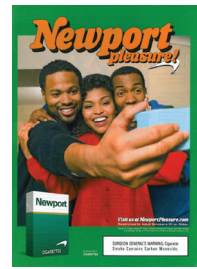
FLAVORED PRODUCTS MASK THE HARSHNESS OF TOBACCO, AND ARE LURING KIDS INTO ADDICTION.



- The tobacco industry deliberately uses flavors to attract the next generation of smokers.⁶
- Nicotine is highly addictive, harms the adolescent brain and primes youth for addiction.⁷
- Each JUUL pod contains more nicotine than a pack of cigarettes.⁸
- Flavorings in e-liquids are harmful when inhaled and can damage airway and lung tissue.^{9,10,11,12}

THE TOBACCO INDUSTRY TARGETS YOUTH AND DIVERSE COMMUNITIES WITH MENTHOL TOBACCO

- Menthol flavoring makes it easier for kids to start smoking and harder for adults to quit.¹³
- Weak regulation has left kids, people of color and LGBTQ individuals exposed to the predatory tobacco industry.
- If menthol were banned, up to 633,000 lives would be saved – a third of them in the African American community.¹⁴



RESTRICTING SALES OF FLAVORED TOBACCO PRODUCTS CAN REDUCE TOBACCO USE.

- Among Minnesota menthol smokers, half reported they would quit smoking if menthol cigarettes were banned.¹⁵
- Leading Minnesota communities including Minneapolis, St. Paul and Duluth have restricted the sale of all flavored tobacco products.
- Studies show that local flavor restrictions reduce the chance that teens will ever try tobacco products.^{16,17,18}



Minnesotans for a Smoke-Free Generation is a coalition of more than 60 organizations that share a common goal of saving Minnesota youth from a lifetime of addiction to tobacco. The coalition supports policies that reduce youth smoking and nicotine addiction, including increasing tobacco prices, raising the tobacco sale age to 21, limiting access to candy-, fruit- and menthol-flavored tobacco, and funding tobacco prevention and cessation programs.

Find out more at www.smokefreegenmn.org.

1. U.S. Food and Drug Administration. Trump Administration combating epidemic of youth e-cigarette use with plan to clear market of unauthorized, non-tobacco-flavored e-cigarette products. 2019.
2. U.S. Food and Drug Administration. FDA finalizes enforcement policy on unauthorized flavored cartridge-based e-cigarettes that appeal to children, including fruit and mint. 2020.
3. Minnesota Department of Health. Teens and Tobacco in Minnesota: Highlights from the 2017 Youth Tobacco Survey. 2018.
4. Minnesota Department of Health. 2019 Minnesota Student Survey: E-cigarette and Cigarette Findings. 2019.
5. U.S. Department of Health and Human Services, Food and Drug Administration, Center for Tobacco Products. Modifications to Compliance Policy for Certain Deemed Tobacco Products Guidance for Industry DRAFT GUIDANCE. 2019.
6. Ritchy AP (RJR Tobacco). Apple Wine Cigarette Project. 1972. <http://legacy.library.ucsf.edu/tid/buq49d00/pdf>.
7. U.S. Department of Health and Human Services. E-Cigarette Use Among Youth and Young Adults: A Report From the Surgeon General. 2016.
8. Jackler RK et al. Nicotine arms race: JUUL and the high-nicotine product market. *Tob Control*. 2019.
9. Muthumalage T et al. Inflammatory and oxidative responses induced by exposure to commonly used e-cigarette flavoring chemicals and flavored e-liquids without nicotine. *Front Physiol*. 2017.
10. Behar RZ et al. Identification of toxicants in cinnamon-flavored electronic cigarette refill fluids. *Toxicol In Vitro*. 2014.
11. Allen JG et al. Flavoring chemicals in e-cigarettes: Diacetyl, 2,3-pentanedione, and acetoin in a sample of 51 products, including fruit-, candy-, and cocktail-flavored e-cigarettes. *Environ Health Perspect*. 2016.
12. Bitzer ZT et al. Effect of flavoring chemicals on free radical formation in electronic cigarette aerosols. *Free Radic Biol Med*. 2018.
13. U.S. Food and Drug Administration. Preliminary Scientific Evaluation of the Possible Public Health Effects of Menthol Versus Nonmenthol Cigarettes. 2013.
14. Levy DT et al. Modeling the future effects of a menthol ban on smoking prevalence and smoking-attributable deaths in the United States. *Am J Public Health*. 2011.
15. D'Silva J et al. Quitting and switching: Menthol smokers' responses to a menthol ban. *Tobacco Regulatory Science*. 2015.
16. Brock B et al. A tale of two cities: Exploring the retail impact of flavoured tobacco restrictions in the Twin Cities of Minneapolis and Saint Paul, Minnesota. *Tob Control*. 2019.
17. Farley SM, Johns M. New York City flavoured tobacco product sales ban evaluation. *Tob Control*. 2016.
18. Rogers T et al. Compliance with a Sales Policy on Flavored Non-cigarette Tobacco Products. *Tob Regul Sci*. 2017.