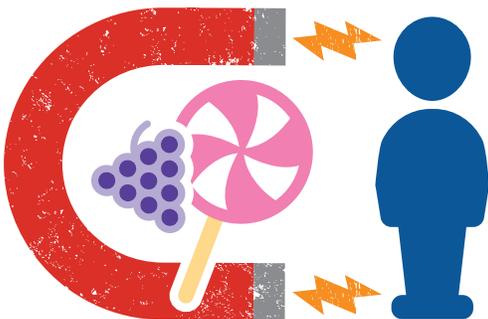


END THE SALE OF ALL FLAVORED TOBACCO PRODUCTS

The COVID-19 pandemic demonstrates the need for strong public health policies to improve lung health and reduce commercial tobacco addiction.

Minnesotans agree: We can do more to prevent kids from becoming addicted. Minnesotans for a Smoke-Free Generation supports ending 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 TOBACCO USERS.



- FDA's failure to end all flavored e-cigarette sales has led to dramatic increases among products still available, including a 1000 percent increase in disposable e-cigarette use by high-schoolers.¹
- Nearly 3 million students in the U.S. reported using flavored e-cigarettes, including 1.9 million using mint or menthol.¹

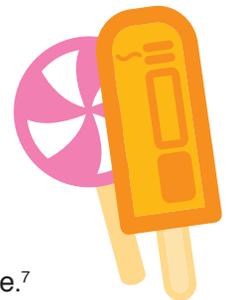
FLAVORED PRODUCTS ARE A KEY REASON MINNESOTA IS FACING A YOUTH TOBACCO EPIDEMIC.

- In Minnesota, more than a quarter of 11th-graders use e-cigarettes, and 8th-grade vaping rates doubled from 2016 to 2019.²
- Seven in 10 youth say they use e-cigarettes "because they come in flavors [they] like."³
- In Minnesota, 67 percent of high-school tobacco users use flavored products.⁴



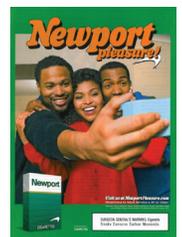
FLAVORED PRODUCTS MASK THE HARSHNESS OF TOBACCO, AND ARE LURING KIDS INTO ADDICTION.

- The tobacco industry deliberately uses flavors to attract the next generation of smokers.⁵
- Nicotine is highly addictive, harms the adolescent brain and primes youth for addiction.⁶
- Today's popular e-cigarettes contain high levels of nicotine.⁷
- Flavorings in e-liquids are harmful when inhaled and can damage airway and lung tissue.^{8,9,10,11}



THE TOBACCO INDUSTRY TARGETS BLACK, LGBTQ AND YOUNG PEOPLE WITH MENTHOL TOBACCO.

- Menthol flavoring makes it easier for kids to start smoking and harder for adults to quit.¹²
- For decades, tobacco companies have channeled menthol tobacco products into Black communities, causing death and disease.^{13,14}
- Nationally, 85 percent of Black smokers smoke menthols, versus 29 percent of white smokers.¹⁴
- The tobacco industry uses menthol to target Black Americans, LGBTQ communities, and youth.^{13,15}



RESTRICTING SALES OF FLAVORED TOBACCO PRODUCTS CAN REDUCE TOBACCO USE.

- Ending the sale of flavored tobacco products will improve the health of Black communities and other groups targeted by Big Tobacco.^{13,14}
- Among Minnesota menthol smokers, half reported they would quit smoking if menthol cigarettes were no longer sold.¹⁶
- More than a dozen Minnesota communities have restricted the sale of flavored tobacco products.¹⁷
- Studies show that local flavor restrictions reduce the chance that teens will ever try tobacco products.¹⁸



MINNESOTA IS READY TO CLEAR THE MARKET OF ALL FLAVORED TOBACCO PRODUCTS.

A 2020 statewide poll found that 74 percent of Minnesotans support prohibiting the sales of all flavored commercial tobacco products, including menthol cigarettes. Support for this policy was high across demographics and regions, including among African Americans (77 percent support) and rural residents (81 percent support).¹⁹

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, ending the sale of menthol and all flavored tobacco products, and funding tobacco prevention and treatment programs.

Find out more at www.smokefreegenmn.org.

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