THE TOBACCO INDUSTRY HAS A KIDS MENU.

Spot the tobacco industry’s latest scam. Spread the word.

FlavorsHookKids.org

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Flavors mask the harsh taste of tobacco, making it easier for kids to get hooked on nicotine. The tobacco companies know this. They also know that flavor means a whole lot more. It's how we celebrate, how we nurture, and in many cases, how we pass down culture in kitchens all over California. The emotional ground they’re mining is giving way to a terrifying number of flavors, crafting a more-is-more mentality by which kids can always say, I haven't tried that one. Yet. With thousands of flavors, you might wonder how they haven't run out of options. Here's the trick. Not all their flavors are actual flavors. To maximize profit potential, they moved beyond the limits of what kids taste, and into more sacred space of what kids imagine. Cha-ching. Just like that, their product line is boundless. And customized for curiosity.
HOW TO TELL IF YOUR KID IS VAPING:

If their room smells artificially sweet, don’t assume it’s a scented candle.

Nosebleeds are common among Juul users.

Many vapors report increased thirst.

There is often a heightened caffeine sensitivity.

This is not popcorn. It’s flavored tobacco.
While California State Law prohibits the sale of tobacco products to anyone under 21, kids get it. Here are six common ways:

- Vape products are all over social media, and many promote the sale of their products right from their accounts.
- Website age gates are easily bypassed, and kids use a parent’s name for shipping. In fact, kids successfully buy e-cigs online 94% of the time.
- Clerks at tobacco shops, vape stores, gas station and convenience store might not enforce the law to not sell to anyone under 21 years old.
- Many vape companies have names that wouldn’t raise a red flag on parents’ credit card statements.
- Online orders can be delivered to Amazon lockers in supermarkets or convenience stores.
- Orders can also be shipped to the homes where parent(s) are at work when the mail comes.
FLAVORED TOBACCO.
EASIER TO SMOKE, HARDER TO SPOT.

The tobacco industry continues to transform a highly addictive drug into the stuff of childhood, and hook the kids we work so hard to protect.

Not a flash drive. It’s a Juul, a flavored tobacco device, holding a staggering 54.6% of the e-cig marketshare.

Not a highlighter. It’s a Suorin Drop, a flavored tobacco device that gets past parents and teachers.

Not game pieces. These are Juul pods. Each contains the nicotine of a pack of cigarettes. Available in six flavors.

Not cookies. It looks like an afterschool snack, but it’s e-juice, often containing toxic traces of nickel and lead.

Not candy. A 2009 federal law prohibits tobacco companies from selling flavored cigarettes because of their kid appeal. So now they sell flavored little cigars and cigarillos.

Not a slushie. It’s e-juice. A study found that 75% of tested e-juices use a flavor agent called Diacetyl, known to cause lung disease.
Tobacco use kills more American than AIDS, alcohol, motor vehicles, homicide, illegal drugs, and suicide COMBINED.

E-juice causes arterial stiffness, associated with an increased risk of HEART ATTACKS AND STROKES in later life. And there are more than 15,500 flavors of e-juice on the market so far.

Cigarillos come in lots of flavors and have 3X THE TOBACCO of cigarettes, and can lead to lung and oral cancer, plus heart disease, chronic obstructive pulmonary disease, and aortic aneurysms.
Tobacco industry documents have been released to the public because of lawsuits and whistleblowers looking to do the right thing. So if you've ever wondered whether tobacco execs knowingly go after kids, this should clear things up.

“... the base of our business is the high school student.”

— Lorillard, memo from executive TL Achey to former Lorillard President Curtis Judge re Newport brand, 30 August 1978.

“Realistically, if our company is to survive and prosper, over the long term we must get our share of the youth market.”


“We don’t smoke that sh*$. We just sell it. We reserve the right to smoke for the young, the poor, the black and stupid.”

— Reply from an executive of RJ Reynolds, makers of Winston, Camel, Salem, when asked why he didn’t smoke, according to Dave Goerlitz, lead Winston model for seven years for RJ Reynolds. / Giovanni, J, “Come to Cancer Country; USA; Focus,” The Times of London, 2 August 1992.
DO SOMETHING.

Send a letter of concern to your mayor. Click here.

Find a local tobacco control program near you. Click here.

Interested in joining a local tobacco control coalition? Send us an email.

Additional resources. Click here.

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frequent e-cigarette use among youth and that a similar pattern of results for new users – the vast majority of whom are kids – to start and continue smoking."


http://www.ncbi.nlm.nih.gov/pmc/articles/PMC3645069/

Campaign for Tobacco Free Kids, Designed for Addiction Report, 2014


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