



## Menthol, the most popular commercial tobacco flavor, is still permitted in cigarettes.

Menthol increases the level of addiction people who smoke experience, especially among youth.<sup>[15, 16, 22-27]</sup>

Currently all flavorings are prohibited from use in cigarettes in the U.S. with the exception of tobacco and menthol. Tobacco industry documents show efforts to market menthol products to African Americans, Lesbian, Gay, Bisexual, Transgender and Queer (LGBTQ) communities, and young people.<sup>[28, 29]</sup>

## New and flavored tobacco products expose youth to nicotine.

Newer tobacco products, like e-cigarettes and vapes, contain nicotine, flavorings, and other additives.<sup>[30]</sup> E-cigarettes are sold in over 15,000 fruit, candy, and other flavors,<sup>[31]</sup> including flavors like tobacco, menthol, mint, banana, piña colada, chocolate, and many others.<sup>[32]</sup>

Over 37% of Minnesota high school students have tried e-cigarettes.<sup>[1]</sup> Nearly one quarter of current e-cigarette users have never tried any conventional tobacco products.<sup>[1]</sup>

Nicotine is highly addictive and can harm the developing adolescent brain.<sup>[17, 33, 34]</sup> Because the brain is still developing until about age 25, youth and young adult exposure to nicotine can lead to addiction and disrupt attention and learning.<sup>[17]</sup> No amount of nicotine is safe for youth.



## Minnesota communities are working to reduce youth access to flavored tobacco.

Efforts to carry out proven tobacco control policies and evidence-based strategies are necessary to prevent all forms of tobacco use—including flavored tobacco products. The Minnesota Department of Health supports the prohibition of flavored tobacco and nicotine sales and efforts to reduce youth access to tobacco products, such as raising the prices and restricting where products are sold.

## Learn more at [www.health.mn.gov/tobacco](http://www.health.mn.gov/tobacco).

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To obtain this information in a different format, call: 651-201-3535.

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