

# NICOTINE + FLAVOR = A RECIPE FOR ADDICTION.

There are MORE than  
**15,500+**  
unique flavors of  
vapes and e-juice  
on the market.<sup>1</sup>



of young  
people who  
have used  
tobacco  
started with  
a flavor  
product.<sup>2</sup>



**Flavors disguise** tobacco products as tasting better and being safer than unflavored products, even though **flavored tobacco** products are just as dangerous and addictive as cigarettes.

**2 out of 3 youth** who use  
commercial tobacco products said  
they use them because **of flavors.**<sup>4</sup>



# 3x

**Youth (9-12th grade) and young adults (18-34 year olds)**  
use e-cigarettes and vapes approximately **3x more**  
than older adults (35+ year olds) in ND.<sup>3</sup>

#### Sources:

1. Evolution of electronic cigarette brands from 2013-2014 to 2016-2017: Analysis of brand websites Journal of Medical Internet Research, 20:3
2. Villanti, AC, et al. (2017). Flavored tobacco product use in youth and adults. Findings from the first wave of the PATH Study (2013-2014). Am J Prev Med.
3. Pollay, R, et al. (1996). The last straw? Cigarette advertising and realized market shares among youth and young adults. Journal of Marketing, 60:2, 1-16.
4. Ambrose, BK, et al. (2015). Flavored tobacco product use among youth aged 12-17 years, 2013-2014. Journal of American Medical Association.