

Flavor Bans Do More Harm Than Good

BANNING FLAVORS FROM
NICOTINE PRODUCTS MAY
WORSEN PUBLIC HEALTH

- The majority of adults using e-cigarettes have a preference for flavors (PATH Study) *
- 63% of adults using e-cigarettes over 25-years-old prefer flavors (PATH Study) *
- Research suggests there are no flavorings that children will inherently prefer (R Street Study) *
- E-cigarette users often rotate flavors throughout the day to aid with not smoking cigarettes (R Street Study) *

E-cigarette users report that without flavors they would likely return to cigarettes.

(R Street Study) *



*Sources: Population Assessment of Tobacco and Health (PATH) Study, sponsored by the FDA and National Institute of Health; R Street Policy Study No. 49 by Dr. Edward Anselm