



The evidence is clear.

- **Flavored tobacco is a marketing weapon.** More than 80% of teens who have ever used tobacco started with a flavored product.
- **Menthol is a flavor.** More than half (50.9%) of youth aged 12-17 who smoke report smoking menthol cigarettes.
- **4,000 IL kids** become new regular, daily smokers each year.
- **E-cigarettes are the most widely used flavored product** among high school students overall.

Ending the Sale of Flavored Tobacco Products

Ending the sale of all flavored tobacco products, including **flavored e-cigarettes, menthol cigarettes and flavored cigars**, is a critical step to reverse the youth tobacco epidemic and create the first tobacco-free generation. There is a growing movement by policymakers at all levels, and especially at the state and municipal level, to prohibit the sale of all flavored tobacco products.

The Youth E-Cigarette Epidemic

97% of youth e-cigarette users use flavored e-cigarettes and most cite flavors as the reason for their use. Flavored products, especially Juul, have fueled the skyrocketing youth e-cigarette epidemic, which is addicting a generation of kids and threatens to reverse the decades-long progress our nation has made in reducing youth tobacco use.

From 2017 to 2019, current e-cigarette use more than doubled among high school students (from 11.7% to 27.5%) and tripled among middle school students (from 3.3% to 10.5%), according to the [2019 National Youth Tobacco Survey](#). Altogether, more than 5.3 million kids now use e-cigarettes. 1.6 million of these kids reported frequent use of e-cigarettes (on at least 20 days a month), which is a strong indication of addiction.



Please stand with Students Fighting Flavors and protect Illinois' kids from a lifetime of addiction. Now is the time to end the sale of all flavored tobacco products to protect the health of all Illinoisans.