The majority of youth who use tobacco products choose **flavored** tobacco products.¹

- Flavors are preferred in all product categories

Most youth who have ever used tobacco report that the first product they tried was **flavored**.²

**80.8%** in 2014

**63.6%** in 2017

**Flavors** drive use of two or more tobacco products,³ leading to a higher health burden among these users.

- Young adults tend to age out of polytobacco use, but remain cigarette users.⁴

Among Youth Users of Flavored Tobacco...

- 63% use 1 product
- 23% use 2 products
- 14% use 3+ products

Public Health and Tobacco Policy Center, Public Health Advocacy Institute at Northeastern University School of Law • tobaccopolicycenter.org
Overall youth tobacco use is rebounding, driven by skyrocketing use of **flavored** e-cigarettes.5

- Nearly 11 million U.S. middle and high school students have tried a tobacco product, and more than 6 million report current use.6

- Among youth tobacco users, use of flavored products is on the rise

INFOGRAPHIC REFERENCES