

NICOTINE + FLAVOR = A RECIPE FOR ADDICTION.

Tobacco Products that mimic youth items?



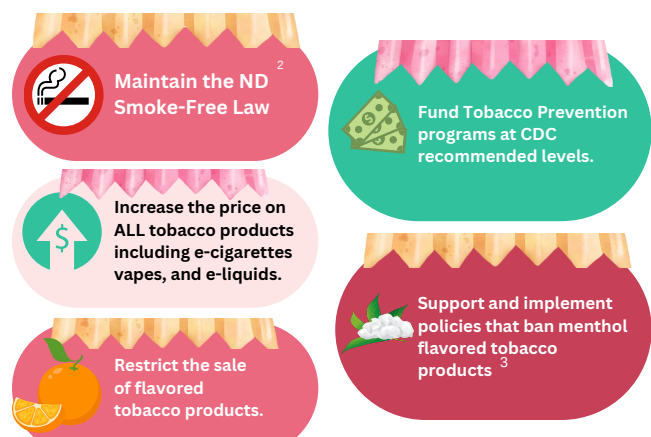
Source: Google Images

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

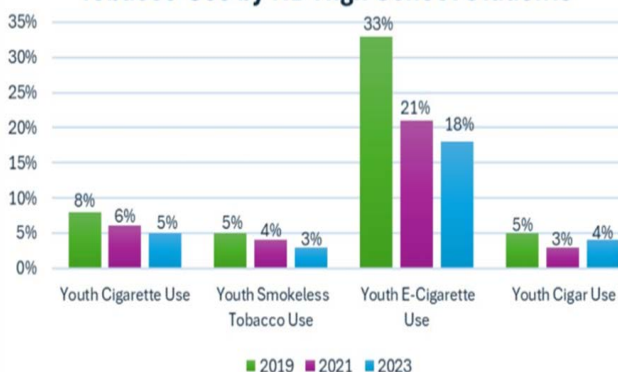
Flavors disguise tobacco products as tasting better and being safer than unflavored products, even though **flavored tobacco products are just as dangerous and addictive** as cigarettes.



What can ND do to protect youth?



2019 - 2023 Youth Risk Behavior Survey Tobacco Use by ND High School Students



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. BreatheND. (n.d.). (2024, January 17). <https://www.breathend.com/hot-topics/vaping/>
3. Stopping menthol, saving lives. (2023, May 20). Campaign for Tobacco-Free Kids. <https://www.tobaccofreekids.org/what-we-do/industry-watch/menthol-report>
4. Tobacco surveillance data. (2022). Health and Human Services North Dakota. <https://www.hhs.nd.gov/health/community/tobacco/surveillance-data>