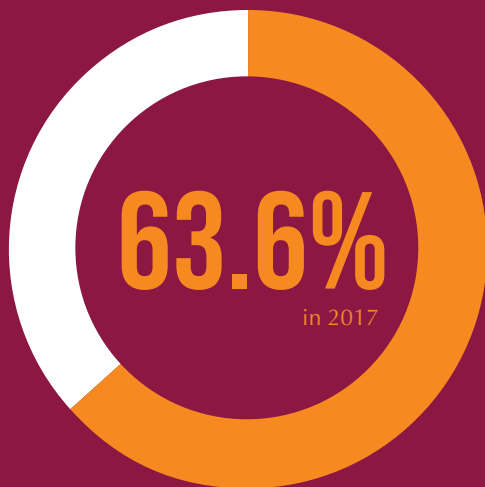


FLAVORS

DRIVE YOUTH TOBACCO USE



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



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 users⁴*



Among Youth Users of Flavored Tobacco...

63% use 1 product

23% use 2 products

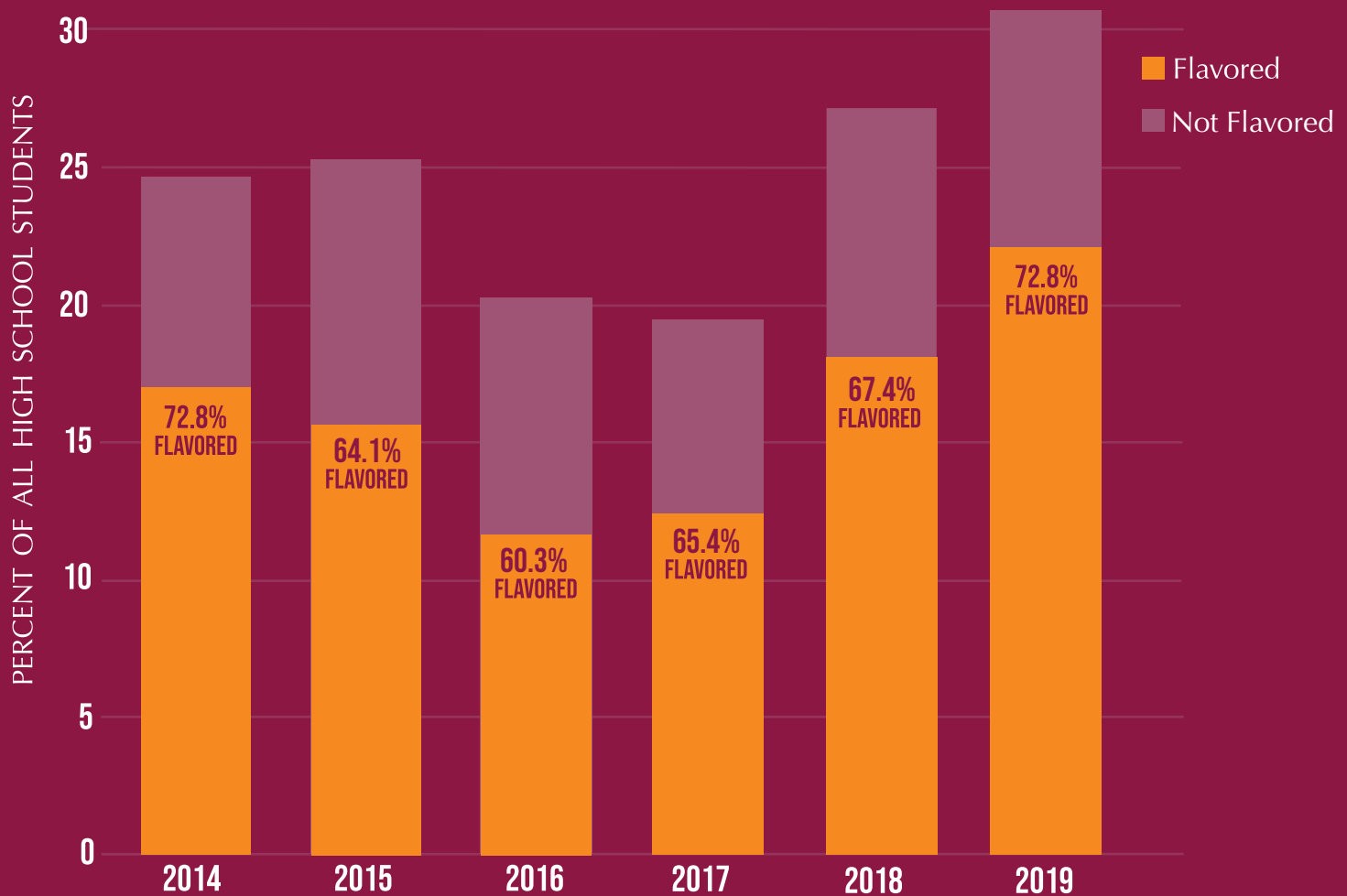
14% use 3+ products

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 use⁶
- Among youth tobacco users, use of flavored products is on the rise

Current Use of Any Tobacco Product Among U.S. High School Students⁷



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