

## Links to Videos

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Do flavor bans work? That's a good question! @ChaunceyGardner from @INNCOorg shares his thoughts on the topic.

<https://www.youtube.com/watch?v=7cxF1eIRM2g>

#FlavorsSaveLives

#SNEWS

#SaferNicotine

#THRworks

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Can Flavors Help Smokers Quit?

<https://www.youtube.com/watch?v=WqTdQLZQUCo>

#FlavorsSaveLives

#SNEWS

#SaferNicotine

#TobaccoHarmReduction

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The stories of people who used to smoke are powerful. Thank-you @OldiesTours for sharing their quit stories.

#SNEWS

#FlavorsSaveLives

#OldFartsVaping

<https://www.youtube.com/channel/UCY3vMuTdXfL7Z4PAsx7Q5nA/videos>

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## Links to Blogs / Articles / Reports

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Have you read "Position on Potential Bans of Flavoured Nicotine vapes ("e-cigarettes" or "ecigs") by @INNCOorg? It's impressive!



<https://innco.org/wp-content/uploads/2021/12/INNCO-Position-on-Potential-Bans-of-Flavoured-Nicotine-Vapes.pdf>

#FlavorsSaveLives

#SNEWS

#TheSRNTfifteen

#SaferNicotine

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Are e-liquid flavours really "hooking another generation of kids"?

@Clive\_Bates thought provoking piece in The Counterfactual.

<https://clivebates.com/flavors>

#FlavorsSaveLives

#SNEWS

#SaferNicotine

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REAL PEOPLE. REAL STORIES.

@CASAAmedia shares the stories of over 13000 people who used #TobaccoHarmReduction products to quit smoking. Most of them used a flavored product.

#FlavorsSaveLives #SNEWS

[https://casaa.org/\\_testimonials/](https://casaa.org/_testimonials/)

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A QUESTION OF TASTE: THE PUBLIC HEALTH CASE FOR E-CIGARETTE FLAVORS - Report by

@gbentley1 and @reason.

#SNEWS

#FlavorsSaveLives



<https://reason.org/wp-content/uploads/public-health-case-e-cigarette-flavors.pdf>

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Consumption of 5 grams e-liquid per day would expose vapers to less formaldehyde and acetaldehyde than just staying at home and breathing air.

By @k\_farsalinos

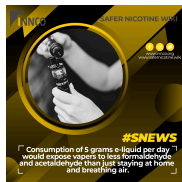
#SNEWS

#FlavorsSaveLives



E-cigarette flavors and aldehyde emissions

<http://www.ecigarette-research.org/research/index.php/research/2018/262-flavors>



[Download](#)

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A new study from Yale School of Public Health should serve as a warning to e-cigarette opponents and public health officials pushing e-cigarette flavor bans and restrictions around the country.

#FlavorsSaveLives #SNEWS #SaferNicotine

[https://www.realclearpolicy.com/articles/2020/10/01/yale\\_study\\_on\\_lung\\_disease\\_forecasts\\_dire\\_consequences\\_for\\_flavor\\_bans\\_579308.html](https://www.realclearpolicy.com/articles/2020/10/01/yale_study_on_lung_disease_forecasts_dire_consequences_for_flavor_bans_579308.html)

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Researchers have yet to demonstrate that an e-cigarette flavor ban will prevent minors from obtaining and experimenting with tobacco products.

#FlavorsSaveLives #SNEWS

<https://www.detroitnews.com/story/opinion/2019/09/16/opinion-vape-flavor-ban-doesnt-help-kids-hurts-adults/2291817001/>

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We're going to replace store owners with people selling out of backpacks, people selling out of cars, and worst of all, people selling directly to the children we're trying to protect.

#FlavorsSaveLives #SNEWS

<https://www.wvlp.com/news/state-politics/flavor-ban-will-feed-illegal-tobacco-sales-stores-say/>

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Flavors produced by small vapor companies around the country appear to be critical in persuading smokers to try vaping and preventing e-cigarette users from returning to their deadly combustible cigarette habit.

#FlavorsSaveLives #SNEWS

<https://www.sun-sentinel.com/opinion/commentary/fl-op-com-minton-e-cigarette-ban-ineffective-dangerous-20190923-svobcmjbdjeptduwlqdx6blcii-story.html>

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The only route I can see going forward is to try to create the product myself at home ~ Danielle Jones

To have people mixing their own e-cig liquid is crazy

~ Stan Glantz

#FlavorsSaveLives #SNEWS #SaferNicotine

<https://www.kqed.org/science/1950849/vapers-turn-to-home-brew-as-flavored-nicotine-bans-mount>

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Politicians who ban flavors should brace for a surge in cigarette smoking and the use of questionable bootleg vaping products.

#THRworks

#FlavorsSaveLives

#SNEWS

<https://www.theatlantic.com/ideas/archive/2019/10/danger-vaping-bans/600451/>

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Lawmakers are doing a huge favor not for the public's health, but for Marlboro, which is going to see a windfall in the ex-smoker market as all of its competition from vaping products is eliminated. By:

@mbsiegel

#FlavorsSaveLives #SNEWS

<https://insidesources.com/e-cigarette-flavor-bans-will-drive-more-people-back-to-smoking/>

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Flavored e-cigs were not invented by "Big Tobacco," nor are they an unscrupulous marketing plot from the thousands of small vape companies in the US to addict kids. Non-tobacco vape flavors are a user innovation. By: @Amelia\_RH

#FlavorsSaveLives #SNEWS 🙌

[https://docs.google.com/document/d/18yNyRhNe0liQ\\_uP3tSEcaLV9JB-gLyMEnCuE8aLBtPc/edit?usp=sharing](https://docs.google.com/document/d/18yNyRhNe0liQ_uP3tSEcaLV9JB-gLyMEnCuE8aLBtPc/edit?usp=sharing)

**My research examines the substantial contribution of users to vaping innovation, including the development of a commercial flavor market. From examining thousands of early e-cigarette forum posts, I've discovered that fruit, candy, bakery, mint, and beverage flavors were introduced to vaping in 2008 by pioneering users of the technology who were desperate to use e-cigarettes to replace smoking. Dissatisfied with the taste of products from online Chinese vendors at that time, these users began experimenting with water-soluble flavorings from specialty flavor houses traditionally used in confectionary applications. The commercial flavor market emerged to meet the demands of these users.**

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Researchers at the Yale School of Public Health concluded that banning e-cigarette flavors would result in more smoking.

By: [@gbentley1](#)

[#FlavorsSaveLives](#) [#Snews](#)

<https://web.archive.org/web/20191129093506/https://www.chieftain.com/opinion/20191128/banning-flavored-e-cigarettes-has-consequences>

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If you really want to do the right thing for adolescents, then start with the person and what is going on in their life. The reason this doesn't happen is that money flows to stopping the nicotine use not to helping the person.

By: [@Clive\\_Bates](#)

<https://clivebates.com/the-us-vaping-flavour-ban-twenty-things-you-should-know/>

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Confessions of an e-liquid mixologist:

Not once did I create a flavor and go "hmmmm, I bet a 12 year old would like this". I wanted to help people quit smoking so kids would no longer be exposed to 2nd hand smoke.

[#FlavorsSaveLives](#) [#SNEWS](#)

<http://mommavape.blogspot.com/2017/12/paint-me-green-and-hear-me-roar.html>

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82 yr old demands cotton candy flavored e-liquid - "honey, you need to get with the program, we were too poor when I was a kid to afford cotton candy, so now I'm having it whenever I want and any way I want it."

[#FlavorsSaveLives](#) [#SNEWS](#) [#OldFartsVaping](#)

<http://mommavape.blogspot.com/2017/05/cotton-candy-is-not-marketing-to-kids.html>

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## Links to Studies

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San Francisco's ban on flavored tobacco product sales was associated with increased smoking among minor high school students relative to other school districts. By: [@AFriedmanPhD](#)

[#UnintendedConsequences](#)

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC8145156/>

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Improved flavor of nicotine gum does not increase abuse liability, but may be associated with enhanced craving reduction. Mint-flavored nicotine gum was rated as more palatable than the original nicotine gum.

[#FlavorsSaveLives](#)

[#SNEWS](#)

<https://pubmed.ncbi.nlm.nih.gov/12175452/>

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Our results clearly show a lower toxicity of e-liquids, including flavoured e-liquids, when compared to CSC (cigarette smoke condensate).

[#SNEWS](#)

[#FlavorsSaveLives](#)

[#SaferNicotine](#)

<https://www.sciencedirect.com/science/article/pii/S0887233318307768>

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The vast majority of flavoring compounds in e-cigarette liquids as reported in a recent study were present at levels far lower than needed to classify them as toxic.

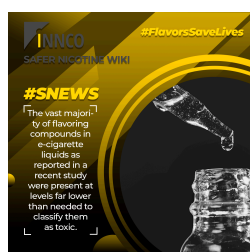
[#SNEWS](#)

[#FlavorsSaveLives](#)

[#SaferNicotine](#)

<https://harmreductionjournal.biomedcentral.com/articles/10.1186/s12954-019-0318-2>

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[Download](#)

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Our data indicate that flavorings typically present in e-cig refill liquids do not cause endothelial dysfunction that would result in impaired vasodilation upon acute exposure.

[#SNEWS](#)

[#FlavorsSaveLives](#)

<https://journals.plos.org/plosone/article?id=10.1371%2Fjournal.pone.0222152&fbclid=IwAR1Rqtl6D0eLtgU0-pqJ5vISILK2xIJk8rs0djo90oeUAwldX9IgmYgByZY>

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We collected air samples for flavoring chemicals. Concentrations of vaping-related chemicals in our air samples were below occupational exposure limits.

#SNEWS

#FlavorsSaveLives



Evaluation of Chemical Exposures at a Vape Shop

<https://www.cdc.gov/niosh/hhe/reports/pdfs/2015-0107-3279.pdf>

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E-cigarette vaping rates are influenced by flavorings by people transitioning from smoking.

#FlavorsSaveLives

#THRworks

#SNEWS

[https://tobaccocontrol.bmj.com/content/25/Suppl\\_2/ii67](https://tobaccocontrol.bmj.com/content/25/Suppl_2/ii67)

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... if vape product sales were restricted to tobacco flavors...33.2% were likely to switch to cigarettes.

#FlavorsSaveLives

#SNEWS

#SaferNicotine

<https://academic.oup.com/ntr/advance-article-abstract/doi/10.1093/ntr/ntab154/6332852>

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Banning flavors in e-cigarettes can push some e-cigarette users to turn to cigarette smoking. Among the 18–24 age group, there was a significant increase in cigarette smoking.

#FlavorsSaveLives #SNEWS

<https://www.sciencedirect.com/science/article/pii/S2352853220300134>

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For adult e-cigarette users who use certain flavors to facilitate smoking cessation or reduction, banning all nontobacco flavors could precipitate relapse to smoking.

#FlavorsSaveLives #SNEWS #HarmReduction

<https://www.atsjournals.org/doi/full/10.1513/AnnalsATS.201906-472OC>

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Hypothetical regulations resulted in reported intentions to reduce e-cigarette use and increase combustible cigarette use; the greatest impact was found for restrictions regarding e-liquid nicotine content, followed by flavor

#FlavorsSaveLives #SNEWS

<https://www.tandfonline.com/doi/abs/10.1080/10826084.2019.1626435>

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This study of adult US e-cig users, most of which were former smokers, identified the importance of non-tobacco flavors in e-cig use initiation and sustained use, and their contribution to smoking cessation and relapse prevention.

#FlavorsSaveLives #SNEWS

<https://www.regulations.gov/document/FDA-2017-N-6565-22941>

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A ban on flavoured e-cigarettes would likely increase the choice of cigarettes in smokers, the more harmful way of obtaining nicotine

#SNEWS

#FlavorsSaveLives

#TobaccoHarmReduction



Link

<https://tobaccocontrol.bmj.com/content/28/2/168>

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There was a reduction in the proportion of people using a tobacco flavor, and increase in the proportion using a fruit/sweet/food flavor, from initial to current flavor choice

#SNEWS #FlavorsSaveLives #THR

<https://harmreductionjournal.biomedcentral.com/articles/10.1186/s12954-020-00418-8>

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Use of fruit and other sweet flavored e-liquids is positively related to smokers' transition away from cigarettes.

#Snews #FlavorsSaveLives

<https://academic.oup.com/ntr/article-abstract/23/9/1490/6149939>

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Adults who began vaping nontobacco-flavored e-cigarettes were more likely to quit smoking than those who vaped tobacco flavors. Banning flavors altogether may be too blunt an instrument for the current problem (youth use).

#FlavorsSaveLives #SNEWS

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7275248/>

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Satisfaction among those who bought flavored e-liquid was higher than those who did not buy flavored e-liquid.

#SNEWS

#FlavorsSaveLives

#TobaccoHarmReduction

<https://www.sciencedirect.com/science/article/abs/pii/S0306460318311821>

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Vapers advised smokers to find the right combination of device, flavors and nicotine strength

#Snews

#FlavorsSaveLives

#NothingAboutUsWithoutUs

<https://academic.oup.com/ntr/article-abstract/20/8/977/4061315?redirectedFrom=fulltext>

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After e-cig initiation, dual users decreased tobacco consumption by 82% and were low-to-moderately cigarette dependent.

The two groups (dual users and switchers) reported mostly using a flavor other than tobacco.

#SNEWS #FlavorsSaveLives #UsNotThem

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5800112/>

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Among current e-cigarette users, the most commonly used flavor was fruit flavors (67%)

Over 90% of former cigarette smokers who were current e-cigarette users reported using e-cigarettes to quit smoking.

#FlavorsSaveLives #SNEWS

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4808473/>

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At the time of participation, most commonly used flavors were fruits, followed by sweets.

Most participants (68.3%) were switching between flavours on a daily basis or within the day, with former smokers switching more frequently.

#FlavorsSaveLives #SNEWS

<https://www.mdpi.com/1660-4601/10/12/7272/htm>

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The marketing of a mint-flavored form of nicotine gum in the US increased the market for nicotine gum by more than 25% and contributed to +# of smokers finding a treatment that was acceptable and successfully quitting smoking.

[#FlavorsSaveLives](#) [#SNEWS](#)

<https://nyaspubs.onlinelibrary.wiley.com/doi/abs/10.1111/j.1749-6632.2000.tb06686.x>

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Policies allowing diverse e-liquid flavours could support users' variety-seeking and potentially create opportunities to couple e-liquid purchasing occasions with cessation advice during the first months of a transition attempt.

[#FlavorsSaveLives](#) [#SNEWS](#)

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC8628871/>

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Restricting access to non-tobacco e-cigarette flavors may discourage smokers from attempting to switch to e-cigarettes.

[#FlavorsSaveLives](#) [#THR](#) [#SNEWS](#)

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6022703/>

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Nonsmoking teens who had never tried e-cigarettes had the lowest interest in flavors, followed by adults who had never tried e-cigarettes

[#FlavorsSaveLives](#) [#SNEWS](#)

<https://academic.oup.com/ntr/article-abstract/17/10/1255/1028251?redirectedFrom=fulltext>

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If vape product sales were restricted to tobacco flavors 33.2% of vapers were likely to switch to cigarettes.

[#THRworks](#)

[#FlavorsMatter](#)

[#FlavorsSaveLives](#)

[#SNEWS](#)

<https://academic.oup.com/ntr/advance-article-abstract/doi/10.1093/ntr/ntab154/6332852>

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This review argues for the responsible and regulated use of flavours, to maximise the harm reduction effect of ENDS and its role in smoking cessation. By: [@k\\_farsalinos](#)

[#FlavorsSaveLives](#) [#SNEWS](#)

<https://thr.ams3.cdn.digitaloceanspaces.com/strapi/0cbd3b34cef86dad0032528c324d2f7b.pdf>

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In a ban on other flavours, 20% of the NZ residents said they would probably go back to smoking, 57% said they'd circumvent the ban by mixing their own liquids and/or buying from overseas or the black market. [#FlavoursSaveLives](#) [#SNEWS](#) [#FlavorsSaveLives](#)



<https://f1000research.com/articles/10-619/v1>

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The most prevalent motivation for using e-cigarettes was to reduce tobacco smoking 48%, followed by quitting smoking 39.2%, and to use e-cigarettes in places where tobacco smoking was prohibited 10.2%.

<https://bmjopen.bmj.com/content/8/3/e018329.full>

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## Graphics

**"I've talked to ex-smokers, who've told me that they quit cigarettes altogether, and that they now vape. And they've also told me it was the flavors that helped them make that transition off combustible cigarettes."**

**~ Scott Gottlieb, M.D., Commissioner of FDA  
2017 - 2019**

**Statement from FDA Commissioner Scott Gottlieb, M.D., on efforts to reduce tobacco use, especially among youth, by exploring options to address the role of flavors – including menthol – in tobacco products**

**<https://www.fda.gov/news-events/press-announcements/statement-fda-commissioner-scott-gottlieb-md-efforts-reduce-tobacco-use-especially-among-youth>**



**Success has never tasted so sweet.**

**Some people use mints, gum, or lozenges to quit smoking. Some use the same types of flavors in e-liquid (vaping). Do we really care what they use to quit as long as they achieve their goal and stop smoking?**

**...modifications to the characteristics of currently available NRT products, such as changes to flavors to make them more palatable may have improved effectiveness**

**- American Academy of Pediatrics**

2022 Safer Nicotine Wiki

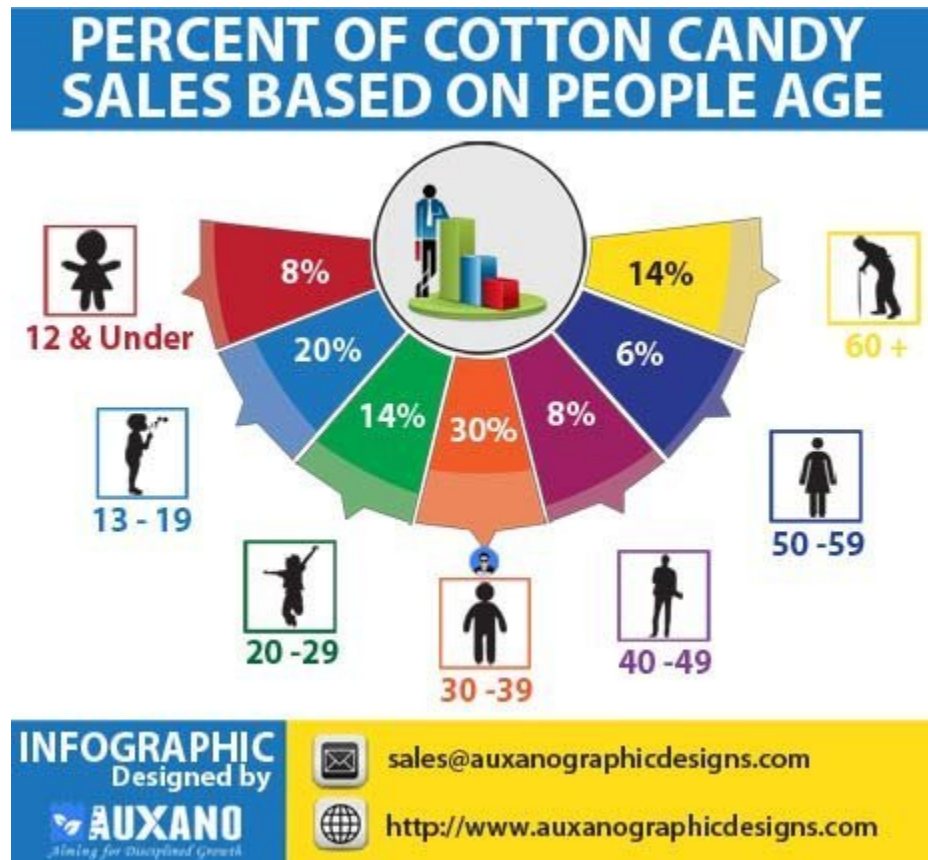
“We know that quitting is very difficult, so we are always looking for ways to improve and bring a great usage experience to our nicotine replacement products,” said Scott Yacovino, Nicorette and NicoDerm brand director. “Obviously the better a product tastes as it relates to flavor and experience, hopefully the easier it is for people to stick to their quit journey.”

**“Nicorette introduces new nicotine lozenges in bid to woo customers away from vaping” [www.cnbc.com](http://www.cnbc.com) 5/21/2019**

2022 Safer Nicotine Wiki

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72% of cotton candy is consumed by adults. A strong indicator that adults like flavors. Flavored products don't automatically indicate marketing to kids. This holds true for [#TobaccoHarmReduction](#) products that help adults quit smoking. [#FlavorsSaveLives](#) [#SNEWS](#)



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It's a myth that flavored vaping and other [#TobaccoHarmReduction](#) products were created to entice youth to use adult products. Adults are finding they prefer to NOT be reminded of the taste of smoking and that flavored products help them to quit smoking. [#FlavorsSaveLives](#) [#SNEWS](#)



**Durbin, Murkowski, Degette, Raskin Introduce Bill To Restrict "Kid-Friendly" Flavors In E-Cigarettes. What is a "kid friendly" flavor? It appears the Senator likes some of those flavors. Is he a kid?**



Senator Dick Durbin  
@SenatorDurbin

Jam monster. Soft serve ice cream. Raspberry cupcake.

Do those sound like flavors marketed to adults?  
E-cigarette companies know who their target audience is: our children. Our health agencies must stop them.



Macon County Young Democrats shared Dick Durbin's photo.  
20 hrs · 🌐



Dick Durbin

Happy National Ice Cream Day #TeamDurbin! 😊

Like · Comment · Share · 15 2

**Why do lawmakers believe the MYTH that flavored tobacco harm reduction products = marketing to kids?**



Senator Dick Durbin · @SenatorDurbin · Sep 14, 2018

12% of kids are vaping in America today. Why? The companies that sell these products have all types of **candy** and fruit flavors designed to attract children. The evidence is clear: e-cigarette companies are expanding their reach into our kids' lives. That has got to stop.



" Bill Kelley, a vice chairman at Jelly Belly Candy Co. and top employee at its North Chicago plant, said the firm sends Kirk sample packs of Jelly Bellys, chocolate Dutch mints and Sunkist Fruit Gems.

Kelley said the firm also sends candy to Sen. Dick Durbin, D-Ill., and Rep. Bob Dold, R-Ill., of Kenilworth. "We send candy to our Illinois congressman and to our senators on a regular basis, just as a public service to our country," Kelley said."

*Guardian of nation's sweet tooth - Chicago Tribune - Oct. 11, 2011*

**After many hours of research, we find no evidence of e-liquid manufacturers developing flavored products to "attract children". It appears this claim is a myth.**  
~ Safer Nicotine Wiki research team

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