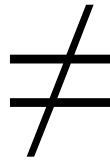


For the Health of IT!

June 17, 2024

FLAVORED TOBACCO – IN BAD TASTE



Why has Massachusetts halted the sale of flavored tobacco in convenience stores and many retail tobacco sites?

Tobacco companies seek to perpetuate tobacco use by injecting fruit and candy flavoring into the tobacco product to mask the natural harshness and taste of tobacco and make it appealing to youth.

In 2020, Massachusetts ended a long-standing campaign of marketing a deadly product the same way you'd promote candy, smoothies, or ice cream. Peer-reviewed research backed up local health department concerns about flavored tobacco, showing that it masks the harshness of tobacco with flavors and makes it easier for young people to use, thereby increasing its appeal. The research also shows that manufacturers are very aware of the flavor variety explosion in numerous items, including ice cream, candles, candies, juice drinks, and air fresheners. Studies also showed that flavored tobacco bolstered social acceptance among youth through pleasant aromas and aftertaste.

There's no question that there is a battle between tobacco companies who seek to perpetuate tobacco use and public health officials who strive to curb it. Your local public health department continues to inspect all venues where tobacco is sold to be sure that none of it is flavored or sold to persons under the age of 21 years. If you see a questionable tobacco or vape product, don't hesitate to call the Board of Health at 978-623-8640, or email health@andoverma.gov.