Flavors play a significant role in drawing youth and young adults to tobacco products.

- **New York City** prohibited the sale of flavored tobacco products.
- 81% of youth who ever tried tobacco chose flavored tobacco as their first tobacco product.
- Fruit and candy flavors are designed to appeal to youth tobacco users and are found in many tobacco products.
- MA: 97 municipalities, including Boston, restricted flavored tobacco products (other than menthol) to adult-only retail tobacco stores and smoking bars.
- CA: Numerous cities and counties in the state have restricted or prohibited flavored tobacco.
- IL: Chicago has prohibited the sale of flavored tobacco products, including menthol, within 500 feet of city high schools.
- RI: Providence became the first city to prohibit the sale of flavored tobacco products.
- 81% of youth who ever tried tobacco chose flavored tobacco as their first tobacco product.
- U.S. middle and high school students used a flavored tobacco product in 2014: 3.26M