



September 9, 2019

United States Senate  
Washington, DC 20510

Dear Senator:

We write to express our support for the Stopping Appealing Flavors in E-Cigarettes for Kids Act (SAFE Kids Act), introduced by Senator Dick Durbin and Senator Lisa Murkowski (S. 655) and Representative Diana DeGette and Representative Jamie Raskin (H.R. 1498). Tobacco companies are marketing products in a wide array of flavors and risking the decades-long progress the nation has made in reducing youth tobacco use. By curbing use of flavors, the SAFE Kids Act will help prevent many kids from starting down a path that leads to addiction and tobacco-caused disease and death.

Cracking down on flavored tobacco products is one of the most important steps Congress can take to reverse an epidemic in youth e-cigarette use and reduce youth use of other tobacco products. Between 2017 and 2018, e-cigarette use increased by an alarming 78 percent among high school students and 48 percent among middle school students. More than 3.6 million middle and high school students were e-cigarette users last year – an increase of 1.5 million students in just one year. Youth use of other tobacco products is also troubling. For example, more than one million high school students were cigar smokers last year, and high school boys smoke cigars at about the same rate as cigarettes.

Flavors are a primary reason why youth are using e-cigarettes, cigars, and other tobacco products. Flavors alter the taste and reduce the harshness of tobacco products, making them

more appealing to young people and easier for them to use. Youth often start using tobacco products with a flavored product and report that they use tobacco products “because they come in flavors I like.” According to the most recent government data, 64 percent of current middle and high school tobacco users had used a flavored tobacco product in the past month. Use of flavors is particularly high for youth who use e-cigarettes. Another survey found that 97 percent of current youth e-cigarette users had used a flavored e-cigarette in the past month.

Despite the appeal of flavors among youth, manufacturers have introduced thousands of flavored tobacco products to the market in recent years, including e-cigarettes with flavors such as gummy bear, cotton candy and peanut butter cup and cigars with flavors such as watermelon, lemonade and cherry dynamite. As of 2017, researchers had identified more than 15,500 unique e-cigarette flavors available online. Between 2008 and 2015, the number of unique cigar flavor names more than doubled, from 108 to 250.

The SAFE Kids Act places common sense restrictions on the use of flavors. It will help protect kids by prohibiting flavors in e-cigarettes unless the manufacturer demonstrates that a flavor will help with smoking cessation, not increase youth initiation, and not increase the risk of harm to the user. It prohibits use of flavors in other non-cigarette tobacco products, such as cigars and smokeless tobacco.

Menthol cigarettes are also a serious public health problem. FDA and others have found that menthol cigarettes lead to increased smoking initiation among youth and young adults, greater addiction, and decreased success in quitting smoking. While the SAFE Kids Act does not address menthol cigarettes, we encourage Congress to address the substantial harm that these products cause as the bill moves through the legislative process.

Tobacco companies should not be permitted to use flavors as a marketing tool to increase their appeal to young people. We urge you to support the SAFE Kids Act.

Sincerely,

Action on Smoking & Health  
Allergy & Asthma Network  
American Academy of Family Physicians  
American Academy of Oral and Maxillofacial Pathology  
American Academy of Pediatrics  
American Association for Cancer Research  
American Association for Dental Research  
American Association for Respiratory Care  
American Cancer Society Cancer Action Network  
American College of Cardiology  
American College of Neuropsychopharmacology  
American Dental Association  
American Heart Association  
American Lung Association  
American Medical Association  
American Public Health Association

American School Health Association  
American Society of Addiction Medicine  
American Thoracic Society  
Association of Schools and Programs of Public Health  
Big Cities Health Coalition  
Campaign for Tobacco-Free Kids  
Cancer Prevention and Treatment Fund  
Catholic Health Association of the United States  
ClearWay Minnesota  
Community Anti-Drug Coalitions of America  
COPD Foundation  
Counter Tools  
Eta Sigma Gamma – National Health Education Honorary  
March of Dimes  
National African American Tobacco Prevention Network  
National Association of County & City Health Officials  
National Association of Pediatric Nurse Practitioners  
National Association of School Nurses  
National Association of Social Workers  
National Hispanic Medical Association  
National Network of Public Health Institutes  
Oncology Nursing Society  
Prevent Cancer Foundation  
Prevention Institute  
Society for Cardiovascular Angiography and Interventions  
Students Against Destructive Decisions  
The Society of State Leaders of Health and Physical Education  
The Society of Thoracic Surgeons  
Trust for America's Health