

Flavored E-Cigarettes Hook Kids



Flavored E-Cigarettes Continue to Fuel a Public Health Crisis

- E-cigarettes have been the most popular tobacco product among youth since 2014. Over 1.6 million youth, including 7.8% of U.S. high schoolers, reported current e-cigarette use in 2024.¹ Each day, more than 3,500 kids (under 18) try e-cigarettes for the first time.²
- Flavors continue to drive youth e-cigarette use because they make it easier for new users—particularly young people—to initiate use. Nearly 90% of youth e-cigarette users report using flavored products.³ Nearly all (92.5%) youth and young adults who have ever used e-cigarettes started with a flavored product.⁴



Flavored E-Cigarettes are Widely Available to Youth

- E-cigarettes are available in a wide range of kid-friendly flavors like cotton candy, pink lemonade, bubblegum, mango, mint and menthol. About 80% of e-cigarette sales—including over 90% of disposable e-cigarettes—are flavored.⁵
- Flavored e-cigarettes are widely available in stores and online. Nearly half (48%) of 10th grade students say it would be easy to get vaping devices if they wanted to.⁶
- E-cigarettes must be authorized by the FDA to be legally sold in the United States. To date, 45 e-cigarette products have received FDA authorization, including ten flavored products. However, illegal, unauthorized e-cigarettes remain widely available, with nearly 7,000 products on the market.⁷ As of August 2025, nearly 70% of e-cigarettes sales were illegal and unauthorized.⁸

High Nicotine E-Cigarettes are Driving Youth Addiction

- Nicotine is highly addictive and there is no safe level of exposure for youth. Nicotine can harm the adolescent brain, which continues to develop until about age 25, impacting learning, memory and attention.⁹ It can also prime the brain for addiction to other drugs.¹⁰
- Today's e-cigarettes are bigger, stronger and cheaper than ever before, delivering massive doses of addictive nicotine at lower prices, increasing their appeal and risk to kids. A single disposable e-cigarette can contain as much or more nicotine as 20 packs of cigarettes.¹²
- Kids are using e-cigarettes frequently—a sign of addiction. In 2024, 42.1% of high school e-cigarette users reported vaping on 20 or more days/month, and 29.7% reported daily use. In total, 430,000 middle and high school students are vaping every single day.¹³

“Teens who vape may end up addicted to nicotine faster than teens who smoke cigarettes. This is because vapes may expose users to more nicotine and may be used more frequently. Plus, e-cigarettes may come in flavors that appeal to youth. Appealing flavors may cause teens to vape longer and more often, putting them at risk for nicotine addiction.” -FDA¹¹

Wide Variety of E-Cigarette Products Appeal to Kids

- While the e-cigarette epidemic was originally driven by JUUL, a cartridge-based e-cigarette, disposable e-cigarettes have surged in popularity in recent years. More than half (55.6%) of youth e-cigarette users use disposable e-cigarettes.¹⁴ However, cartridge-based products like JUUL and Vuse still remain popular among youth.¹⁵
- The latest versions of disposable e-cigarettes, often referred to as “smart vapes,” raise new risks to kids and are becoming increasingly popular,

used by more than four out of ten (42.9%) youth e-cigarette users.¹⁶ Geek Bar, a “smart vape,” was the most popular e-cigarette brand among youth by the end of 2024.¹⁷ “Smart vapes” include screens with a wide range of features such as games, Bluetooth connectivity for phone notifications, and customizable screens.¹⁸ According to the Office of the Surgeon General, the gamification of vaping, “Accelerates the risk of nicotine addiction combining the behavioral addiction of both nicotine and gaming.”¹⁹

Beyond Addiction: E-Cigarette Health Risks to Youth

- More research is needed on the long-term effects of e-cigarettes, but studies have found that e-cigarette aerosol can contain harmful chemicals like formaldehyde, acrolein, volatile organic compounds like toluene, tobacco-specific nitrosamines, and metals like nickel and lead.²⁰
- Flavorings in e-cigarettes can also be harmful. According to the FDA, “Flavorings that are safe for use in food may become toxic when these

chemicals are heated and inhaled. Some have been shown to be harmful to the lungs.”²¹

- According to the Surgeon General, contact with e-liquids can cause adverse health effects and ingesting e-liquids can even lead to death.²² From 2011 to 2025, Poison Centers have managed over 59,000 e-cigarette and liquid nicotine related exposure cases.²³ The vast majority of these cases involve young children.²⁴

Action Needed to Clear the Market of Flavored E-Cigarettes

- Continued, coordinated and enhanced action by the FDA, Customs and Border Patrol (CBP), and other federal agencies is needed to further prevent illegal e-cigarettes from being imported, distributed and sold in the United States.
- States and localities can also act to protect kids by using their authority to prohibit the sale of flavored e-cigarettes and enacting strong tobacco retail licensing laws to reduce youth access. To

have the greatest impact, flavor restrictions should apply to all flavors, products and retailers and laws should be paired with robust retailer education and enforcement measures. California, Massachusetts, New York, New Jersey, Rhode Island and Utah, along with over 420 localities, restrict the sale of flavored e-cigarettes (some laws have exemptions for certain flavors or retailers).



- ¹ Park-Lee, E., et al., "E-Cigarette and Nicotine Pouch Use Among Middle and High School Students — United States, 2024," *MMWR* 73(35):774-778, September 5, 2024, <https://www.cdc.gov/mmwr/volumes/73/wr/pdfs/mm7335a3-H.pdf>.
- ² Substance Abuse and Mental Health Administration (SAMHSA), HHS, Results from the 2024 National Survey on Drug Use and Health, NSDUH: Detailed Tables, Table 4.10A, <https://www.samhsa.gov/data/report/2024-nsduh-detailed-tables>.
- ³ Park-Lee, E., et al., "E-Cigarette and Nicotine Pouch Use Among Middle and High School Students — United States, 2024," *MMWR* 73(35):774-778, September 5, 2024, <https://www.cdc.gov/mmwr/volumes/73/wr/pdfs/mm7335a3-H.pdf>.
- ⁴ CDC Foundation. (2026). Monitoring Tobacco Product Use Among Youth and Young Adults in the U.S. TEEN+ Data Snapshot, Issue 3. https://tobaccomonitoring.org/wp-content/uploads/2026/04/DataSnapshot_Issue03_ECigFlavors_v2.pdf.
- ⁵ CDC Foundation, "Monitoring U.S. E-Cigarette Sales: National Trends," <https://tobaccomonitoring.org/>. Data from Circana, which includes e-cigarette sales data from convenience stores, gas stations and other retail store chains. Sales from the internet and tobacco-specialty stores, including vape shops, are not included.
- ⁶ University of Michigan, 2024 Monitoring the Future Study, *Trends in the Availability of Drugs as Perceived by 10th Graders*, <https://monitoringthefuture.org/wp-content/uploads/2024/12/trends-in-availability-10-grade.pdf>.
- ⁷ CDC Foundation, "Monitoring U.S. E-Cigarette Sales: National Trends," <https://tobaccomonitoring.org/>. Data from Circana, which includes e-cigarette sales data from convenience stores, gas stations and other retail store chains. Sales from the internet and tobacco-specialty stores, including vape shops, are not included.
- ⁸ Schoute, V. et al., "Sales Estimation and Challenges in Monitoring of E-Cigarettes with Marketing Granted Orders," Poster presented at the 2026 Annual Meeting of the Society for Research on Nicotine & Tobacco. https://tobaccomonitoring.org/wp-content/uploads/2026/03/Schoute_MGO_Poster.pdf.
- ⁹ HHS, *The Health Consequences of Smoking: 50 Years of Progress. A Report of the Surgeon General*, CDC, Office of Smoking and Health (OSH), 2014. See also: CDC Office on Smoking and Health, "Quick Facts on the Risks of E-cigarettes for Kids, Teens, and Young Adults," March 2019. Accessed August 9, 2019.
- ¹⁰ HHS, *E-Cigarette Use Among Youth and Young Adults. A Report of the Surgeon General*. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2016.
- ¹¹ FDA Center for Tobacco Products, Resources for Professionals About Vaping & E-Cigarettes: A Toolkit for Working with Youth, <https://digitalmedia.hhs.gov/tobacco/hosted/Vaping-ECigarettes-Youth-Toolkit.pdf>.
- ¹² Diaz, MC, et al., "Bigger, stronger and cheaper: growth in e-cigarette market driven by disposable devices with more e-liquid, higher nicotine concentration and declining prices," *Tobacco Control*, published online August 3, 2023.
- ¹³ Park-Lee, E., et al., "E-Cigarette and Nicotine Pouch Use Among Middle and High School Students — United States, 2024," *MMWR* 73(35):774-778, September 5, 2024, <https://www.cdc.gov/mmwr/volumes/73/wr/pdfs/mm7335a3-H.pdf>.
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- ¹⁶ CDC Foundation. (2025). Monitoring Tobacco Product Use Among Youth and Young Adults in the U.S. TEEN+ Data Snapshot, Issue 2: Smart Vapes. <https://tobaccomonitoring.org/wp-content/uploads/2025/12/TEEN-Data-Snapshot-Issue-2.pdf>.
- ¹⁷ CDC Foundation. (2025). Monitoring Tobacco Product Use Among Youth and Young Adults in the U.S. Data Snapshot, Issue 1, E-Cigarette Brands. <https://tobaccomonitoring.org/wp-content/uploads/2025/06/MTPU-DataSnapshot-Issue-1.pdf>.
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- ²² HHS, *E-Cigarette Use Among Youth and Young Adults. A Report of the Surgeon General*. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2016. NASEM, *Public Health Consequences of E-Cigarettes*, 2018.
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- ²⁴ Olivas, M., et al., (2025). Nicotine Ingestions Among Young Children: 2010-2023. *Pediatrics*, e2024070522. Tashakkori, NA, et al., "Notes from the Field: E-Cigarette-Associated Cases Reported to Poison Centers — United States, April 1, 2022–March 31, 2023," *MMWR* 72:694-695, 2023, https://www.cdc.gov/mmwr/volumes/72/wr/mm7225a5.htm?s_cid=mm7225a5_w.