Recent increases in the use of e-cigarettes is driving increases in tobacco product use among youth.

- Flavored tobacco products are driving youth experimentation...
- ...more than 80% of youth who have ever used a tobacco product reported that their first product was flavored.
- Over 15,000 e-juice flavors are on the market. The FDA states certain flavors are one of the principal drivers of the youth appeal to tobacco products...
- ...and e-cigarette use among youth has hit epidemic proportions.
- Flavored and mentholated tobacco products are “starter” products that help new users establish daily habits and promote addiction to tobacco products.

4.9 million middle and high school students in 2018 were current users of tobacco products, up from 3.6 million in 2017.

21% e-cigarette use increased from among high school students from 2017 to 2018.

12% 2 in 5 high school students in LA County reported ever using e-cigarettes.

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