

Flavoured cigarettes- FACT SHEET

**Midnight Berry, Mandarin Mint, Cherry Cheesecake or Chocolate Mocha?
Are we talking about chewing gum, ice-cream or smoothies?
None of the above - we're talking about cigarettes**

Tobacco companies are always trying to reach their target group in new ways in the hope that they will start smoking their lethal, money-making product. With more and more of their consumers dying from their deadly product or quitting to make a better life for themselves, the tobacco industry place their focus on young people. Eight out 10 smokers begin smoking before the age of 18 years.

One way tobacco companies get more young people smoking is developing flavoured cigarettes. The tobacco industry purposely adds flavours to cigarettes to improve their taste. Cigarettes are flavoured by placing a polyethylene pellet in the filter or infusing the rolling paper with the flavour.

With flavours such as apple, strawberry, vanilla, chocolate, mint, berry and mocha, these cigarettes are marketed to young people to lure them into trying smoking.

Most young people will try smoking but the majority will not go on to become regular smokers. Trying cigarettes for the first time is not a pleasurable experience. The taste is unpleasant and a person will often cough a lot and may feel dizzy. A young person who likes the taste of flavoured cigarettes is more willing to smoke another cigarette. Young people can become nicotine dependent after having smoked very few cigarettes. Once a person is nicotine dependent, their dependence is the main thing that makes them keep smoking not the sweet taste of flavoured cigarettes.

Flavoured cigarettes are aimed at young people as a middle-aged person is less likely to take up smoking than a person under the age of 18 years and if already a smoker will be loyal to a chosen brand. Packaging is very sophisticated and colourful and brand names of flavoured cigarettes are also appealing to young people.

Some states in Australia have banned the display of fruit and confectionary flavoured cigarettes with the hope of banning the products altogether.

Whichever method tobacco companies choose to employ don't be fooled by sweet descriptions on their packaging. A more realistic description of their product would be fruit flavoured cancer - you be the judge.

For more information on how the tobacco company targets young people, please go to the 'Tobacco Industry Exposed' section of this website or visit www.quit.org.au