

# FLAVOURS

Something Better is  
SOMETHING  
DIFFERENT

We believe flavours are important to adult smokers choosing Next Generation Products (NGPs) over cigarettes. This supports the widespread public health strategy of tobacco harm reduction<sup>1</sup>

Flavours are a crucial part of any NGP's appeal, making adult smokers' journey away from cigarettes more enjoyable

In contrast, flavourless — or limited-flavoured — NGPs result in bland, boring experiences. NGP flavours create an exciting, personalised journey helping adult smokers transition away from cigarettes

We commissioned behavioural experts, CSUR (the Centre for Substance Use Research), to ask 20,000 frequent US adult vapers about their relationship with flavours<sup>1</sup>

What flavour(s) did you begin vaping with, and what do you currently vape?

## THEY DISCOVERED



**76%** of frequent vapers had completely substituted smoking for vaping, largely thanks to the wide variety of flavours available



While tobacco and menthol flavours remained popular among adult smoker-to-vaping converts, first-time purchases in these flavours almost halved between 2011 and 2015-16  
(from **46%** to **24%**)



Fruit was the most popular flavour currently used by former-smokers

(used by up to **76%** of sampled vapers)



Meanwhile, fruit-flavoured first purchases almost doubled  
(from **18%** to **34%**)



Followed by dessert  
(up to **69%**)



First-time purchases of dessert flavours also rose notably over the study period  
(from **7%** to **17%**)



Then sweet  
(up to **53%**)



## SO, WHAT DOES THE RESEARCH AROUND FLAVOURS TELL US?



Other research<sup>2,3,4</sup> suggests adult smokers tend to begin their vaping journey with established cigarette-like flavours such as tobacco and menthol, before transitioning to fruity, sweet and/or dessert flavours over time. In doing so, they find it easier to move away from cigarettes



CSUR's research adds to the literature, crucially suggesting sweet, dessert and – especially – fruit flavours are increasingly attracting adult smokers to vaping. Similar findings<sup>5</sup> elsewhere suggest this is a global trend



Overall, the message is clear: **flavours are critical in attracting and sustaining adult smokers' interest in NGPs**

## FLAVOURS AND NGP LEGISLATION

Regulating all NGP flavours, including vape, is a complex but important task. Our key beliefs guide a solution:



Prohibiting the manufacturing, marketing, and/or sale of non-tobacco flavours directly undermines the concept of tobacco harm reduction. **We are concerned this may result in significant and unintended public health consequences, including deterring adult smokers from considering NGPs as an alternative to smoking and causing NGP users to return to cigarettes**



**Manufacturers should be responsible when naming and marketing flavours to ensure products don't appeal to vulnerable populations, like youth**



**Research suggests over-regulation may encourage NGP users, particularly vapers, to concoct 'DIY' flavours<sup>4</sup> – potentially from poor quality ingredients. Worse, users may turn to the illicit market for their desired flavour**



**Regulators should develop and implement robust flavouring standards and quality requirements.** These should include minimum category standards for NGP ingredient quality. We use high-purity ingredients which are thoroughly assessed by our team of professional toxicologists, as part of our commitment to excellence in product stewardship



**Over-regulation obstructs innovation** and the development of future, more efficient products. This prevents even more adult smokers from moving away from cigarettes toward NGPs

<sup>2</sup>Coleman BN, Rostron B, Johnson S.E. (et al) Electronic cigarette use among US adults in the Population Assessment of Tobacco and Health (PATH) Study, 2013–2014. *Tob Control*. 2017. . doi: <https://doi.org/10.1136/tobaccocontrol-2016-053462>. [Epub ahead of print]. pii: tobaccocontrol-2016-053462

<sup>3</sup>Harrell MB, Weaver SR, Loukas A, et al. Flavored e-cigarette use: characterizing youth, young adult and adult users. *Prev Med Reports*. 2017;5:33–40

<sup>4</sup>Du P, Fan T, Yingst J, Modal P, Foulds J. (2020) Changes in Flavor Preferences in a Cohort of Long-term Electronic Cigarette Users, *Annals of the American Thoracic Society* Available Online: <https://bit.ly/2Gqtfwr>

<sup>5</sup>Gendall P, Hoek J (2020) Role of flavours in aping and cessation among New Zealand smokers and non-smokers: a cross-sectional study. *Tobacco Control*