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## Flavor Ban - Talking Points

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### Suggested Talking Points

- 1) Briefly, share your story about switching to vapor products. Be sure to mention the role, if any, that the variety of flavored vapor products played in your transition. It would also be helpful to mention your first exposure to e-cigarettes; did you purchase a product from a convenience store or gas station or did you instinctively know to go to a specialty vapor store?
- 2) Surveys published in 2016 confirm that adult consumers prefer flavors other than traditional tobacco and menthol (<http://vaping.com/data/big-survey-2014-initial-findings-liquid>), (<http://www.mdpi.com/1660-4601/10/12/7272>)
- 3) Flavors are an important aspect of vapor products as they help former smokers disassociate nicotine consumption from inhaling smoke and the taste of tobacco.
- 4) Prohibiting flavor options creates a barrier to becoming smoke free and, as a result, many adults will actually be encouraged to continue smoking instead of making the switch to a product that is estimated to be 99% less hazardous than smoking.
- 5) Sales of flavored smoke-free tobacco and nicotine products should not be restricted to adult-only or specialty retailers. It is important that smokers are exposed to safer alternatives in retail environments where they normally purchase cigarettes.