MENTHOL PLUS. A MAJOR CATEGORY OF CIGARETTE FOUND AMONG CONCEPT_DESCRIPTOR CIGARETTES FROM MEXICO

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Background

Tobacco companies sell cigarettes with “concept” descriptor names that suggest sensation and/or flavor properties (e.g., Marlboro “Velvet Fusion”). What are the identities and levels of flavor chemicals in these cigarettes?

Methods

- 33 filter cigarette variants from 27 packs (including two sampler packs with 4 variations each) from Canada and Mexico were analyzed (rod+filter) for 177 flavor chemicals plus triacetin (a filter plasticizer and possible flavorant)
- 5 brands of U.S. mentholated filter cigarettes also analyzed
- 27 cigarettes (all from Mexico) were “menthol-plus”: significant menthol plus varying amounts of total other flavor chemicals (TOFCs) (excludes triacetin). For 7 of the 27, TOFCs>1.0 mg/cigarette; for 14, total fruit flavor compounds (TFFCs)>1.0 mg/cigarette

Results (cont’d)

Given the scale of the problem posed by menthol alone, health officials seeking to decrease the appeal of smoked tobacco should examine the extent to which “concept descriptor” cigarettes using “menthol-plus” flavor profiling together with artful descriptors are furthering the problem of smoked tobacco.¹

Figure. Four example packs from the 27 examined in this study. a. Lucky Strike “Convertibles” Blue; b. Marlboro “Velvet Fusion Blast”; c. Benson & Hedges “Polar Pearls”; and d. Pall Mall “XL Mystery”.

Disclosures:

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The authors have no conflicts to declare.

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