Cigarette packs with flavors, flavor capsules and colorful designs appeal to Mexican youth, including non-smokers. Plain packaging and a flavor ban could reduce pack appeal among young people.

**Background**
- In Mexico, cigarette packs have ample space for branding and are prominently visible at the point-of-sale.
- We explored how specific design features contribute to cigarette pack appeal among Mexican youth.

**Methods**
- 15 focus group discussions held with 39 adolescent smokers and non-smokers (ages 13-17 years) and 17 young adult smokers (ages 18-24 years).
- Participants viewed two groups of cigarette packs (appealing and non-appealing) and sorted packs within groups based on their perceptions.
- Data were thematically analyzed.

**Results**
- Packs with bold and contrasting colors are particularly appealing to youth, who associated colors with things such as candy and sports teams.
- Colors also communicated the addition of flavors.
- For smokers, flavors and flavor capsules increased curiosity and enhanced their smoking experience because of the cigarette’s taste and smell.

**Responses regarding color, flavor, and flavor capsules**

**“The color combination [pink and blue Camel] is what stands out (...) because you focus on it”**
(male young adult, mid/high-SES)

**“I think that’s why these attract young people more, because of the flavors and the colors”**
(male adolescent smoker, mid/high-SES)

**“Because the colors pop and you can say, ‘Oh, it’s watermelon!’”**
(female adolescent non-smoker, mid/high-SES)

**“I don’t know why the capsule appeals to me, I feel I want to know what it tastes like”**
(female adolescent smoker, low-SES)

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