

TOBACCO PRODUCT FLAVORS:
A POLICY REVIEW

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Background

Bans or restrictions on flavors in tobacco products can reduce the appeal and use of tobacco products.

The aim of this study was to determine which countries prohibit flavored tobacco products and the details of those restrictions in order to identify possible gaps and opportunities for these and other countries to address.

Methods

- National-level flavor policies were identified from grey literature, scanned news articles, and consultation with key informants
- Policies were reviewed for their stated rationale, terms and definitions of flavors, tobacco products covered, and restrictions on the use of flavor descriptors (imagery and terms) on tobacco product packaging

Results

Eleven countries and the EU have identified with a national-level tobacco product flavor policy.

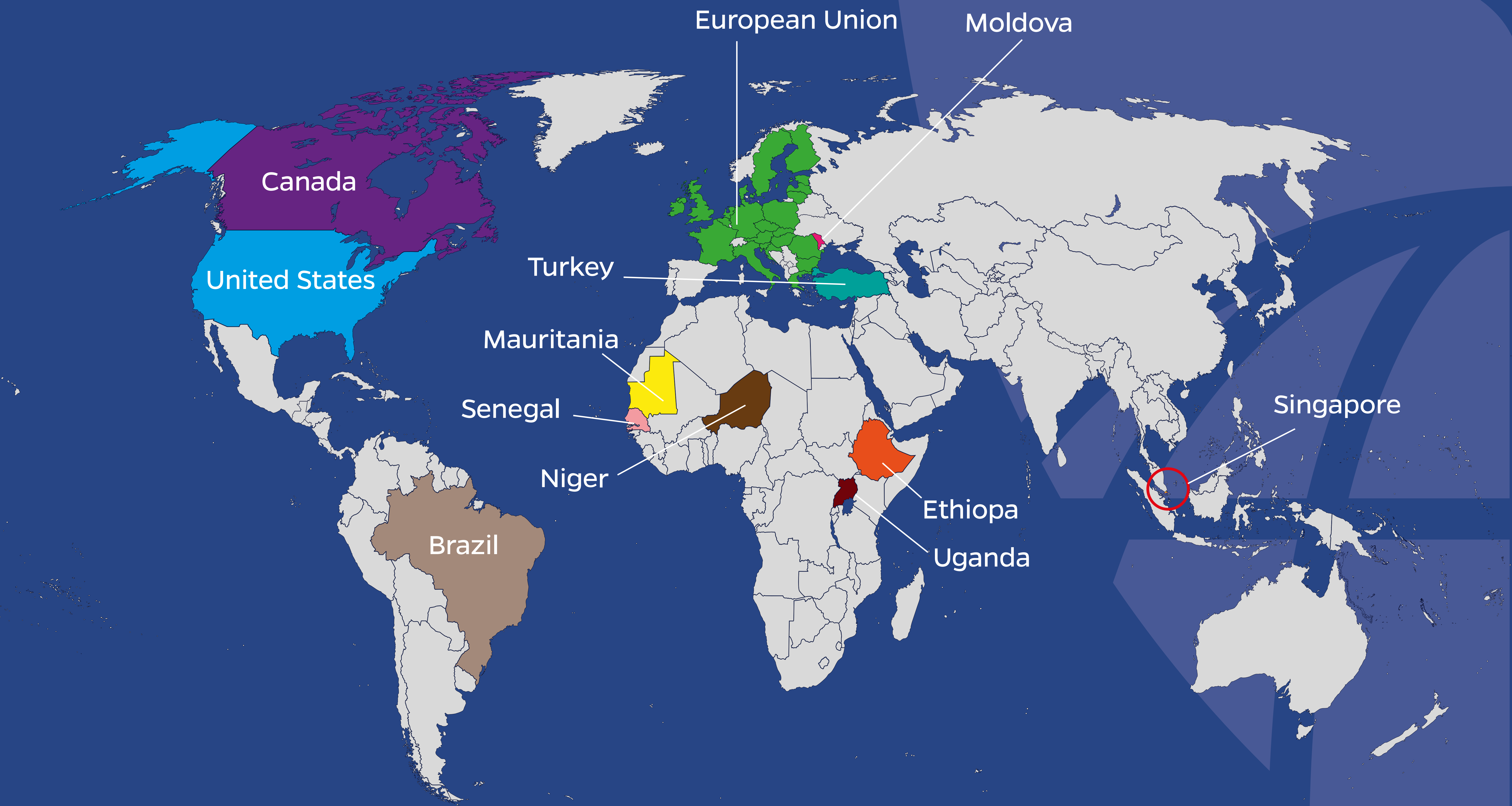
Recommendations

Existing policies could be strengthened by prohibiting menthol and “concept” flavors – as well as having explicit restrictions on descriptors, images and coloring on the packaging that may be perceived as a flavor, sensation, taste or aroma.



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Eleven countries and the EU have a tobacco product flavor policy. Countries consistently prohibit fruity, vanilla and spicy flavors; most include menthol.



Results

Country/ Term used	Rationale	Tobacco products
United States "Characterizing flavors"	Protection of young persons	Cigarettes, roll-your-own tobacco
Canada "Flavors"	Protection of young persons Protection of public health	Cigarettes, Cigars (<6g), little cigars, blunt wraps
Brazil "Flavor"	No rationale statement	"Tobacco products containing partially or wholly in its composition tobacco leaf" [Definition as stated in the policy does not explicitly include or exclude products such as electronic cigarettes]
Ethiopia "Flavor"	Protection of young persons Protection of public health Protection of the environment Obligation to WHO FCTC	"Tobacco products containing partially or wholly in its composition tobacco leaf." [Definition as stated in the policy does not explicitly include or exclude products such as electronic cigarettes]
Uganda "Flavor"	Protection of public health Protection of the environment Obligation to WHO FCTC	"Tobacco products containing partially or wholly in its composition tobacco leaf." [Definition as stated in the policy does not explicitly include or exclude products such as electronic cigarettes]
Senegal "Characteristic aromatic agent"	Protection of public health Obligation to WHO FCTC	"Tobacco products containing partially or wholly in its composition tobacco leaf." [Definition as stated in the policy does not explicitly include or exclude products such as electronic cigarettes]
Niger "Flavor"	Protection of young persons and women. Obligation to WHO FCTC	"Tobacco products containing partially or wholly in its composition tobacco leaf." [Definition, as stated in the policy, does not explicitly include or exclude products such as electronic cigarettes]
Mauritania "Ingredients"	Protection of young persons Protection of public health Protection of the environment	"Tobacco products containing partially or wholly in its composition tobacco leaf." [Definition as stated in the policy does not explicitly include or exclude products such as electronic cigarettes]
EU "Characterizing flavors"	Protection of young persons Protection of public health To facilitate the smooth functioning of the internal market for tobacco and related products Obligation to WHO FCTC	Cigarettes (including capsules) and roll-your-own tobacco
Moldova "Characteristic flavor"	Protection of young persons Obligation to WHO FCTC	Cigarettes (including capsules) and roll-your-own tobacco
Turkey "Characteristic flavor"	Protection of public health In compliance with EU TPD	Cigarettes (including capsules) and rolling tobacco
Singapore "Flavor"	No rationale statement	Water-pipe tobacco

Eight policies make no specific reference to restricting flavor descriptors on tobacco product packaging.



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