

Flavors in Cigars

A cigar is a roll of tobacco wrapped in leaf tobacco or any substance containing tobacco. They vary in size—from smaller cigars, such as little filtered cigars or cigarillos, to larger ones, such as large so-called premium cigars. Characterizing flavors in cigars, such as strawberry, grape, cocoa and fruit punch, increase appeal and make cigars easier to use by youth and young adults.

An estimated **960,000** middle and high school students had smoked a cigar in the preceding 30 days.¹



More young adults tried a **cigar** for the **first time** each day than tried a cigarette for the first time.²



Non-Hispanic Black middle and high school students reported past 30-day cigar smoking prevalence **TWICE** as high as non-Hispanic White students.¹

More than half (**58.3%**) of youth cigar smokers reported using a flavored cigar during the past 30 days.¹



FDA issued proposed product standards in April 2022 to prohibit menthol as a characterizing flavor in cigarettes and prohibit characterizing flavors (other than tobacco) in all cigars. These actions have the potential to significantly reduce disease and death from combusted tobacco product use, the leading cause of preventable death in the U.S., by reducing youth experimentation and addiction, and increasing the number of smokers that quit. Learn more by visiting www.fda.gov/tobacco.