**Press Notice**

**New Research on US Adolescent’s’ Interest in E-Cigarette Flavors**

According to the Food and Drug Administration flavors have become the core of an epidemic of youth e-cigarette use in the U.S. with one company (JUUL) highlighted as being heavily responsible for causing the growth of teen e-cigarette use.

At the Global Forum on Nicotine researchers from the Centre for Substance Use Research will present the findings of recent research on young peoples’ interest in different e-cigarette flavors including both those marketed by JUUL and those marketed by other companies.

In December 2018 researchers from the Centre for Substance Use Research asked a sample of 9872 13 to 17 year olds in the U.S. to rank their interest in trying a range of flavors on a ten-point scale. Amongst those who had never previously tried an e-cigarette there was very little interest in any of the flavors listed with none of the flavors attracting a score higher than 1.1 out of 10. By contrast amongst the current e-cigarette users the highest average score was 7.6 for Choc Chip Cookie, followed by 7.5 for Gummy bear flavor, and 7.4 for Cotton Candy flavor. The highest ranking JUUL flavor was fruit (7.3) followed by Mango (6.8).

On the basis of these results it is unlikely that the young peoples’ use of e-cigarettes in the U.S. is being driven by flavors. Further, the most popular flavors amongst current and former e-cigarette using teens in the U.S. are not those offered by JUUL.

**Ethics**

The research reported here was approved by the Advarra Institiutional Review Board (Approval no: 00030080).

**Funding**

The research reported here was funded by JUUL Labs Inc. JUUL Labs Inc had no input to or control over the study design, content of the survey instrument, sample recruitment, data analysis, interpretation or reporting of findings. The authors alone are responsible for the content, production, and decision to report this study.

The lead authors on this study Dr Christopher Russell ([Russell@csures.org](mailto:Russell@csures.org)) and Dr Neil McKeganey ([mckeganey@csures.org](mailto:mckeganey@csures.org)) will be available for comment at the Global Forum on Nicotine meeting.