Increasing Addictiveness

Flavorings
Added flavors mask the harshness of smoke and make products more appealing to new users, especially young people.

Increased Nicotine
Tobacco companies control the delivery and amount of nicotine to ensure addiction.

Menthol
Menthol is a flavoring that cools and numbs the throat to reduce irritation and make smoke feel smoother.

Ammonia Compounds
Adding ammonia compounds increases the speed with which nicotine hits the brain.

Bronchodilators
Added chemicals expand the lungs’ airways, making it easier for tobacco smoke to pass into the lungs.

Sugars & Acetaldehyde
Added sugars make tobacco smoke easier to inhale and form acetaldehyde, which enhances nicotine’s addictive effects.

Tobacco companies design their products to maximize their addictiveness, allowing them to keep their customers and increase their profits.

For more information go to: www.tobaccopreventiontoolkit.stanford.edu