

# 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*

## **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*

## **Ammonia Compounds**

*Adding ammonia compounds increases the speed with which nicotine hits the brain*

## **Menthol**

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



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



Tobacco Prevention Toolkit

Division of Adolescent Medicine, Stanford University

For more information go to: [www.tobaccopreventiontoolkit.stanford.edu](http://www.tobaccopreventiontoolkit.stanford.edu)