

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: med.stanford.edu/tobaccopreventiontoolkit.html