



# VAPING FLAVOR BANS: A PUBLIC HEALTH DISASTER



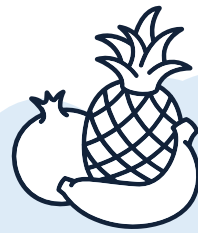
## WHY VAPE?

Swedish vapers have indicated that they vape to reduce and quit smoking.



## IMPORTANCE OF FLAVOR

**87% of Swedish vapers consider flavors to be important** when it comes to their decision to vape.



## FLAVOR OPTIONS

**Fruit and Mint/Menthol flavors are critical for Swedish vapers to switch and stay away from smoking.** By implementing a flavor ban, Swedish smokers will be put off switching to a less risky alternative.



## RISK TO SWEDISH VAPERS

Flavor bans will put the health of **Swedish vapers at risk by pushing 57% back to smoking**, to the black market or mix their own liquids.



## ESTONIA: A CAUTIONARY TALE

As a result of the 2020 flavor ban that left only Tobacco and Menthol flavors in the legal market, **almost 60% of Estonian vapers mix their own liquids or turn to the black market**, which has developed since.

