



THE MENTHOL MISTAKE SHOULD NOT BE REPEATED

Health Canada failed to protect kids before. They appear ready to fail again.

Tobacco and vaping manufacturers know that kids come for the flavours, but stay for the nicotine.

Health Canada's 2018 law to legalize vaping products failed to protect children from being induced by flavoured vaping products. The result? A year later, more than 400,000 Canadian teenagers were vaping.

The department is now under pressure to repair the damage it caused and is drafting regulations to restrict flavours. Yet it appears that Health Canada is poised to exempt **mint-menthol** flavours, even though this is the **second most preferred flavour category among underage vapers**.

Health Canada made the menthol mistake once before. In 2009, it exempted menthol from a ban on flavourings in cigarettes and little cigars, even though its own subsequent survey revealed that menthol was twice as attractive to youth than adults. It took the department eight years to correct this error.

Tobacco and vaping companies use flavours like **mint-menthol** that make kids start. The health minister needs to make them stop.



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