
FDA’s first marketing denial orders on menthol e-cigarettes underscore substantial risks menthol and flavored products pose to youth and young adults

Statement of Robin Koval, CEO and President, Truth Initiative

WASHINGTON, D.C. (October 27, 2022) – Truth Initiative is encouraged by the Food and Drug Administration’s (FDA) decision to issue marketing denial orders for two Logic brand menthol e-cigarette products, determining that based on a full scientific review, they did not meet the public health standard established by the Tobacco Control Act.

This important and decisive move under the FDA Center for Tobacco Products (CTP) Director Dr. Brian King’s leadership underscores the significant health risk that all flavored e-cigarettes – including menthol – present for youth and young adults with regard to appeal, uptake, and use. The denial of these two menthol e-cigarette products is a critical step in the right direction to protect our nation’s youth.

Today’s action is particularly meaningful as it’s the first FDA decision issued on any menthol e-cigarette product. With this decision, the FDA confirmed that there is insufficient evidence that these menthol flavored e-cigarettes help adult smokers reduce their cigarette use or switch completely away from cigarettes. At the same time, we know that youth and young adults use flavored e-cigarettes, including menthol, at high rates.

The most recent data from the 2022 National Youth Tobacco Survey indicated that 26.6% of middle and high school students who use flavored e-cigarettes use menthol. Findings [published in Tobacco Control](#) in July 2022 by CDC Foundation in collaboration with Truth Initiative show that [sales of e-cigarettes in “cooling” flavors](#) like menthol, ice, cool, frost, chill, or freeze rose by nearly 700%, and their U.S. market share doubled to 55% between 2017 and 2021, making today’s decision ever more critical and timely given the on-going youth e-cigarette epidemic.

Menthol – both on its own and in combination with nicotine – alters the nicotine receptors in the brain and can contribute to nicotine dependence. Menthol has also been shown to increase the intensity of nicotine’s reinforcing effects and withdrawal symptoms, making it easier to start and harder to quit.



Today's menthol e-cigarette decision shows that sound science is prevailing, and that the FDA is taking much needed steps to protect youth and young adults from these highly addictive products. We urge the FDA to continue this important work, complete its review of all remaining e-cigarette applications, and swiftly remove all flavored tobacco products, including menthol from the market.

About Truth Initiative®

Truth Initiative is a national public health organization dedicated to achieving a culture where all young people reject smoking, vaping and nicotine and a future where tobacco and nicotine addiction are a thing of the past. In 2020, we celebrated 20 years of saving lives and preventing millions of youth from smoking. Our impact has helped drive the teen smoking rate down from 23% in 2000 to under 3% in 2021. The truth about tobacco and the tobacco industry are at the heart of our proven-effective and nationally recognized **truth**® public education campaign. As youth e-cigarette use threatens to addict a new generation to nicotine, we are leading the fight against tobacco and nicotine addiction in all forms. Our rigorous scientific research and policy studies, community and youth engagement programs supporting populations at high risk of using tobacco, and innovation in tobacco dependence treatment are also helping to end one of the most critical public health battles of our time. Based in Washington D.C., our organization, formerly known as the American Legacy Foundation, was established and funded through the 1998 Master Settlement Agreement between attorneys general from 46 states, five U.S. territories and the tobacco industry. To learn more, visit truthinitiative.org.

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