

## KC script 20: Adults like flavours



If food didn't taste so good, none of us would have to "watch our weight". The reason food tastes so good is because of flavours. Did you know that flavours are actually something you smell(1)? That's why you can't taste when you have a cold. You breathe flavours in and out from the air and while you chew your food.

I've never met an adult that didn't enjoy something delicious. Celebrations almost always involve food because adults like flavours; all kinds of flavours such as fruits, candies, deserts and minty treats. We can see this reflected in alcohol flavours such as birthday cake vodka and peach schnapps.

When it comes to smoking cessation products such as nicotine gums, lozenges and sprays, people use them longer if they are flavoured which increases their odds of success.(2) Vaping is the most popular method of quitting smoking and the wide variety of flavoured eliquids are a big reason why.(3) Adult smokers' demand for new eliquid flavours is a driving force behind the vaping industry's growth.(4) So, wherever flavours are banned, vaping businesses go bankrupt and smokers lose access to a 95% safer product.(5) We have seen this happen in Nova Scotia, Canada as well as in US cities and states.(6) In every one of those locations data shows a resulting increase in both adult AND YOUTH smoking rates.(7)

It's fair to say that banning flavours in eliquid is a really good idea if the objective is to increase the number of adults and youth that smoke. Since smoking makes people really sick, I suppose banning flavours is also a good idea if you have own shares in companies that make medications.

For more information on vaping that's based in facts, visit VAEP.info. <https://VAEP.info>

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Kellie Ann is wearing our Sweetheart tee in heather purple <https://shop.vaep.info/?product=vaep-sweetheart-tee>

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