

# Flavor Capsule Cigarettes in Six Countries: Availability by Brand, Variant, and Flavor

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**Institute for Global  
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# Flavor capsule cigarettes

- Introduced in Japan in 2007
- Market share is growing rapidly; increasing menthol market share
- Associated with misperceptions of harm and appeal to youth



# Gaps in knowledge

- How are they being marketed?
- Consumer perceptions?
- Trends by brand, variants, and flavor



# Tobacco Pack Surveillance System (TPackSS)



3 cities



36 neighborhoods



1-4 retailers/  
neighborhood

# Flavor capsule variants in six countries



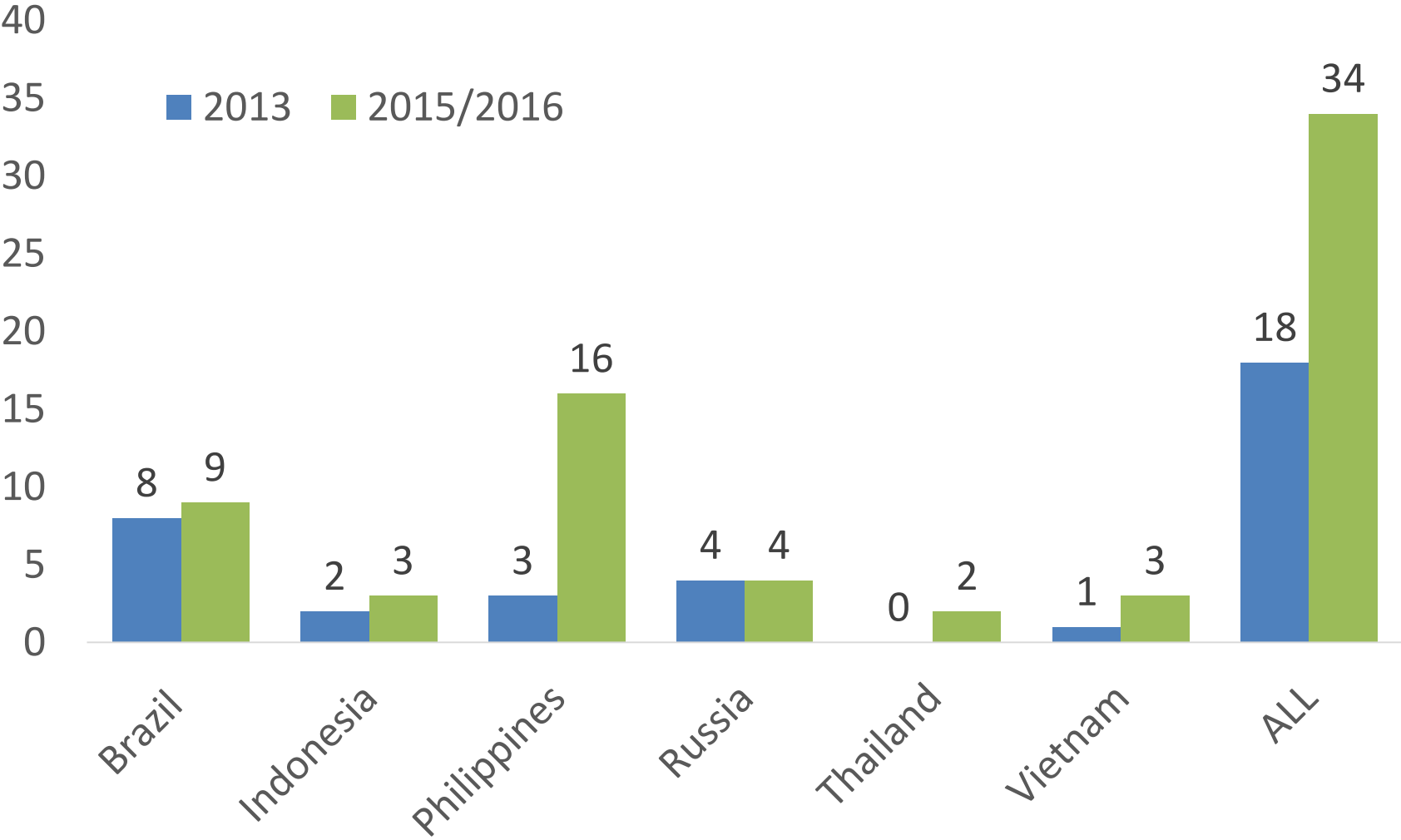
**2013**  
n=1,085

**2015/2016**  
n=1,216

<i>Flavor capsule cigarette</i>	Cigarette pack indicates that the user is able to change the stick flavor AND/OR the cigarette stick indicates it can be crushed or “turned on”
<i>Flavor capsule variant (FCV)</i>	Cigarette packs that are identical in brand name and sub-brand name and graphic design elements (irrespective of type of pack and cellophane wrapping)



# Growth in number of flavor capsule variants on the market



# Brands & owners

## 2015/2016

### 2013

Dunhill  
Free  
Lucky Strike  
Kent  
Marlboro  
L&M  
Harmony  
Mild Seven  
Winston  
West

British American  
Tobacco

Philip Morris  
International, Inc.

Japan Tobacco  
International

Imperial Tobacco  
Company

Dunhill  
Free  
Lucky Strike  
Kent

**Craven A**  
**Hollywood**  
**Pall Mall**

Marlboro  
L&M

Harmony  
**Chesterfield**  
**Fortune Tribal**

Mild Seven  
Winston

**Camel**  
**Mevius**

West  
**Esse**

**Bohem Café**

British American  
Tobacco

Philip Morris  
International, Inc.

Japan Tobacco  
International

Imperial Tobacco  
Company

**KT&G**



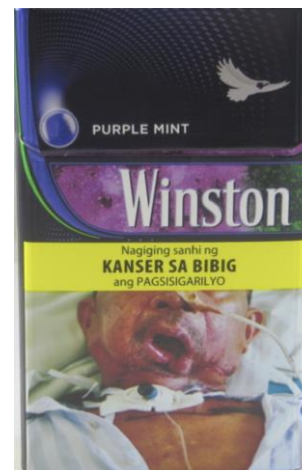
# 2015/2016 FCVs by flavor



Menthol  
or mint  
(n=11)



“Fresh”  
(n=4)



Mint  
and  
“purple”  
(n=5)



“Ibiza  
sunset”  
(n=1)

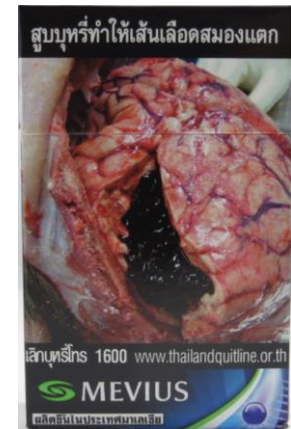


Ice  
coffee  
and  
lime  
(n=1)



Orange  
coffee  
(n=1)

# Flavor unknown (n=11)



# How TPackSS can be used for ongoing surveillance

The screenshot displays the TPackSS (Tobacco Pack Surveillance System) interface. At the top, the logo reads "TPackSS · TOBACCO PACK SURVEILLANCE SYSTEM". Navigation links include ABOUT, PACK SEARCH, COUNTRIES, PUBLICATIONS, RESOURCES, SPECIAL COLLECTIONS, and SHARE A PACK. A world map shows several orange location pins, primarily in South America and Europe. A search bar labeled "Keyword Search" is positioned above the map. Below the map, a "FILTER BY" sidebar offers options to clear all filters and search by keyword, product type, country, and brand family. The product type filter is expanded, showing checkboxes for Bidis (55), Cigarettes (4398), Cigarros de Palha/ Straw Cigarettes (5), Kreteks (438), and Promotional Items (16). The country filter is set to "+ Select Countries". The brand family filter is set to "+ Select Brands". The main "RESULTS" section shows "Found 4912 packs" and sorting options for "Year (Recent last)" and "12" per page. It includes "SHARE" and "PRINT" buttons. A grid of six cigarette packs is displayed, each with a title and location/year: "303 Bangladesh W2 01 Bangladesh | 2016", "303 Bangladesh W2 02 Bangladesh | 2016", "555 Bangladesh W2 01 Bangladesh | 2016", "555 Bangladesh W2 02 Bangladesh | 2016", "555 Bangladesh W2 03 Bangladesh | 2016", and "555 Bangladesh W2 04 Bangladesh | 2016".

[globaltobaccocontrol.org/tpackss](http://globaltobaccocontrol.org/tpackss)



# Strengths and limitations

- Follows rigorous, systematic protocol; provides global perspective
- Sample may not be representative of nations as a whole

# Findings and implications

- # of FCVs available on the market is growing and potentially fueling menthol cigarette growth
- Many FCVs contain menthol or mint capsules, however many are labeled with non-characterizing flavors
- Can inform advocacy efforts that call for stronger regulation of flavored cigarettes and plain packaging
- Can inform future research on flavor capsule cigarettes



# Thank you!

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