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Background

- Flavored cigarettes are associated with smoking initiation and misperceptions of harm, and also appeal to youth and young adults
- Market share for flavor capsule cigarettes is very high in some Latin American countries (>15% in Argentina, Chile, and Peru)
- We describe the flavors of cigarettes and non-conventional descriptors used on economy-priced flavored cigarettes in five Latin American countries

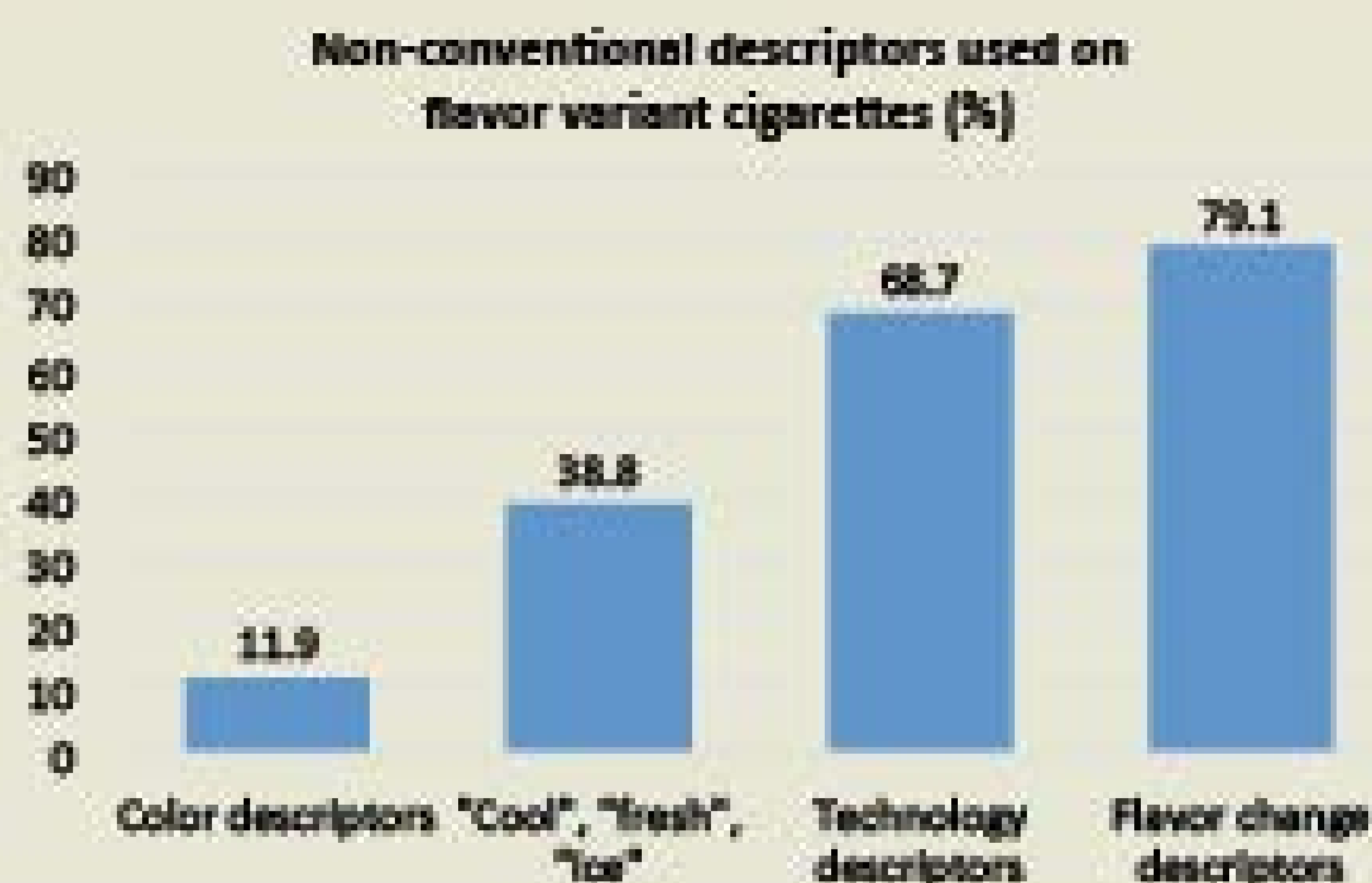
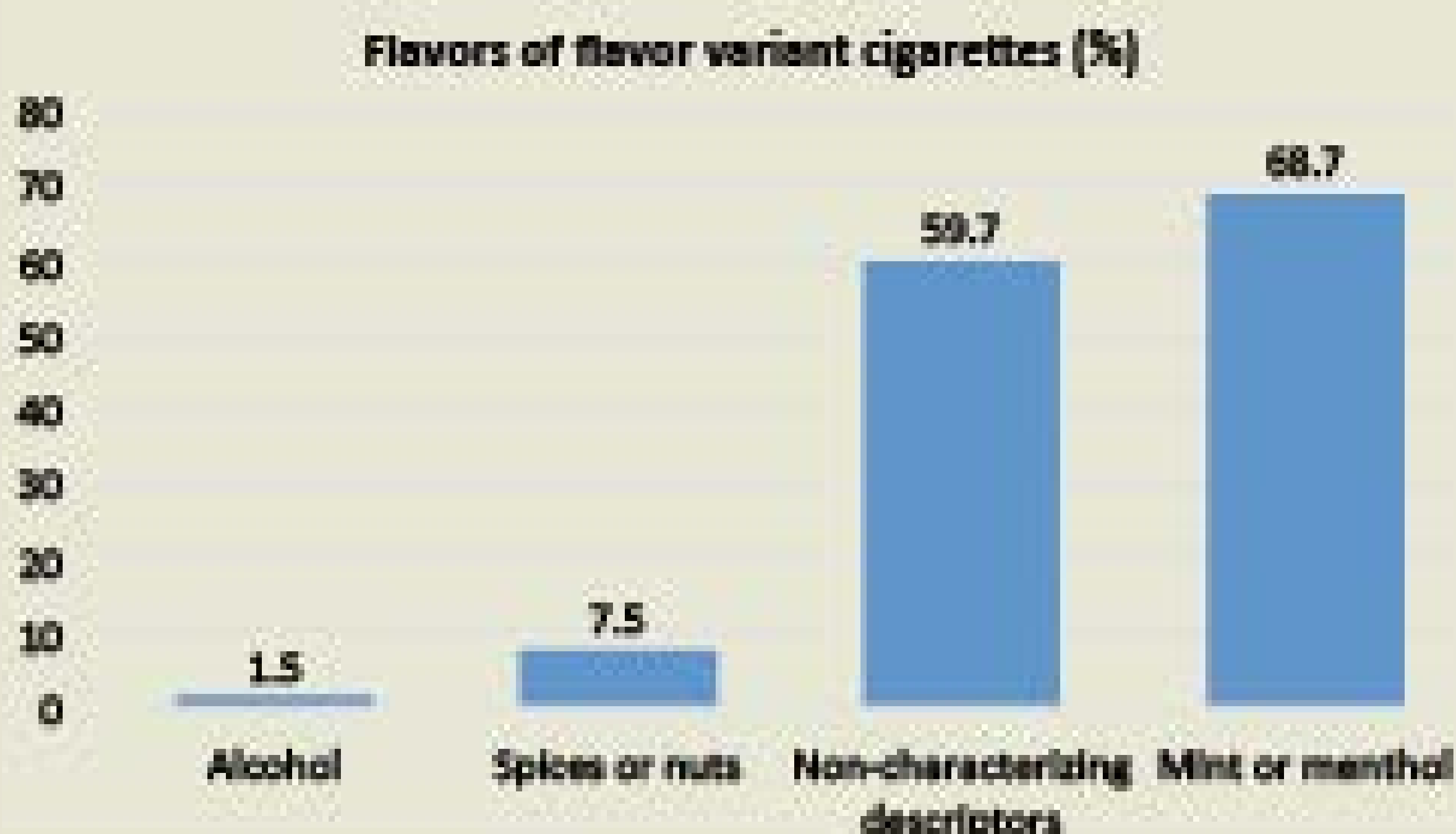
Methods

- 310 sampling areas within a 100-250 meter radius of primary and secondary schools in one major city in Argentina, Brazil, Bolivia, Chile and Peru were identified in January 2017
- The cheapest non-flavored, menthol-flavored, and other flavored cigarette packages were purchased from one retailer in each sampling area
- Packs coded for brand, flavor and other descriptors indicating flavor or flavor release

Results

Country	N	# variants	# non-flavored variants	# flavored variants	# (%) of flavored variants with one capsule	# (%) of flavored variants with two capsules	# (%) of flavored variants with no capsules
Argentina	108	31	11	20	12 (60.0)	7 (35.0)	1 (5.0)
Bolivia	72	29	13	16	5 (31.2)	3 (18.8)	8 (50.0)
Brazil	156	38	23	15	8 (53.3)	4 (2.7)	3 (20.0)
Chile	195	26	16	10	7 (70.0)	3 (30.0)	0 (0)
Peru	70	20 ^a	10	8	6 (75.0)	2 (25.0)	0 (0)

^aMissing data for 2 variants



Menthol flavoring and no capsule, Bolivia



Non-characterizing flavor ("Mint purple"); two capsules, Bolivia



Flavored; two capsules, Argentina



Flavored; two capsules; technology descriptor ("double click"), Peru



Flavored; one capsule; "fresh" and technology descriptors ("activate"), Bolivia



Flavored; one capsule; "fresh" and flavor change ("capsule") descriptors, Argentina



Flavored; one capsule; "fresh" and technology descriptors ("click on") descriptors, Peru

Conclusions

- Among economy-priced flavored cigarettes sold in five Latin American countries, non-conventional descriptors are often used to describe flavors, capsule presence, and flavor release
- On February 2, 2018, Brazil's Supreme Federal Court upheld the country's ban on flavored tobacco; findings can bolster more advocacy efforts that call for restrictions on flavored cigarettes and plain packaging and inform future research on flavor capsule cigarettes
- For more on advocacy efforts related to this research, visit <http://www.saborquemata.org>

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