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## Background

- Flavored cigarettes are perceived as more palatable, less harmful, and more attractive to youth
- February 1, 2018, the Brazilian Supreme Court ruled to uphold the 2012 resolution to ban flavors and additives in all tobacco products
- We examine the extent of implications the additive and flavor ban will have on packaging and the cigarette market in Brazil

## Methods

- The Tobacco Pack Surveillance System (TPackSS) systematically collects unique cigarette packs sold in the LMICs with the highest numbers of tobacco users
- In 2016, we purchased and coded 147 unique cigarette pack presentations from three cities in Brazil: São Paulo, Manaus, and Salvador
- Two independent coders recorded the ingredient list and imagery or words advertising a flavor on each pack

## Results

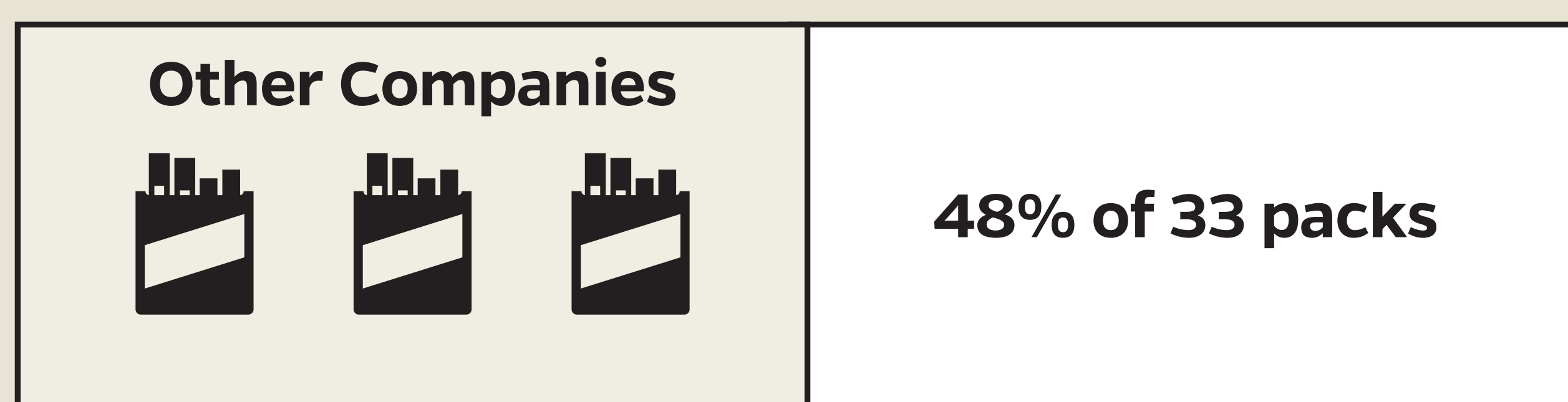
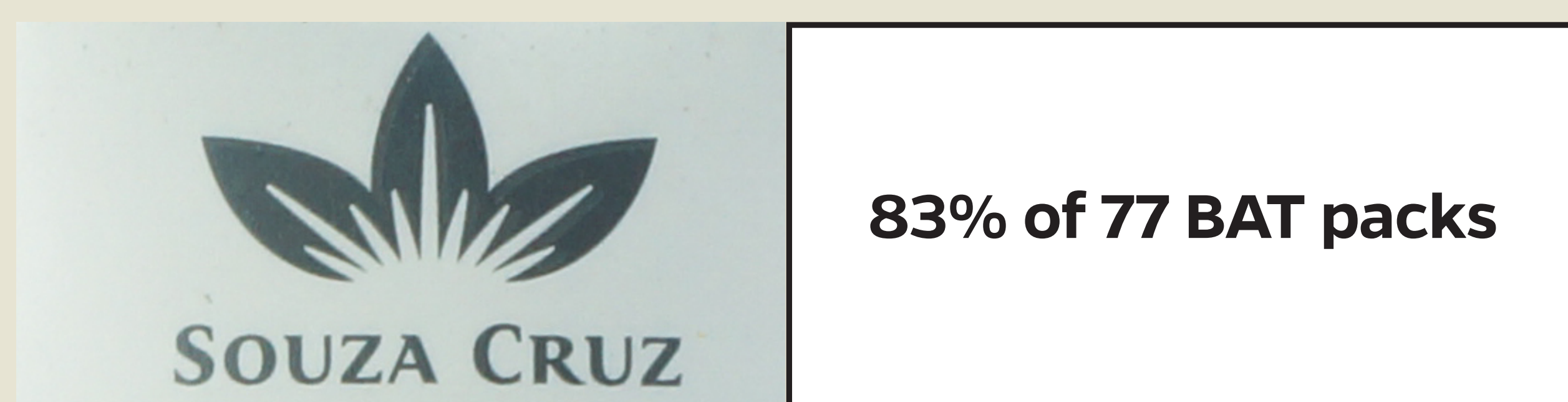
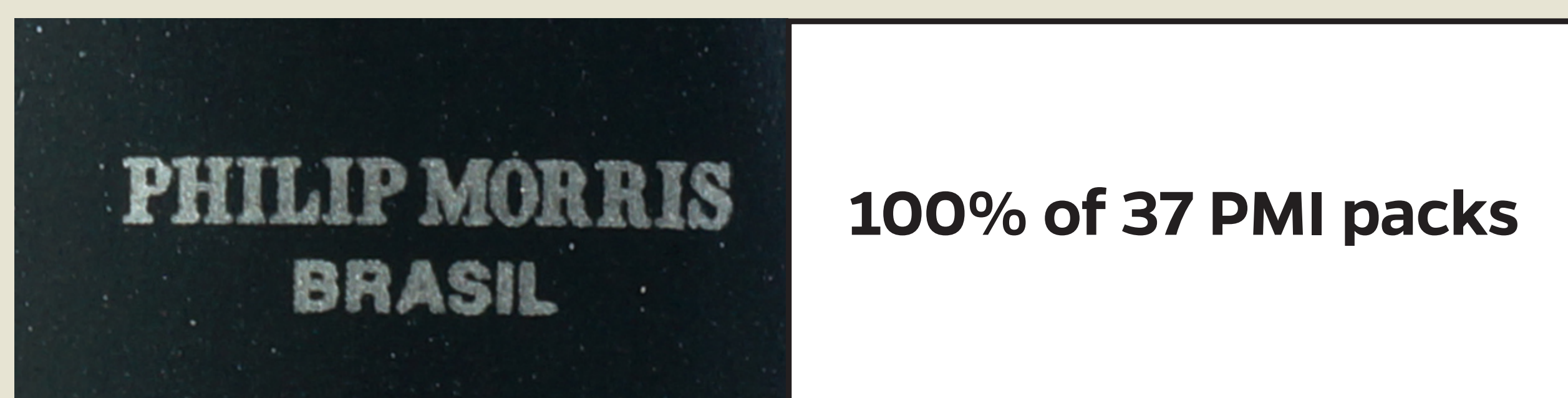
### Ingredients

**80%** of packs had at least one additive, specified in the ban, listed as an ingredient

77% sugar (acucar)  
 24% flavoring agents (agents de sabor)  
 24% plant extract (extractos vegetales)  
 11% clove (clavo)  
 10% menthol



PMI and BAT brands accounted for **78%** of the total sample collected



Included an ADDITIVE

### Characterizing Flavors

**20%** of packs advertised at least one characterizing flavor: cinnamon, clove, mint, menthol, or cherry on the front of the pack



### Flavor Capsules

**13** packs advertised a flavor capsule



Introduction of novel flavors such as “mint purple”

## Conclusions

- Implementation of the additive ban will entail most brand variants available in Brazil needing to remove additive and flavor advertisement on the pack
- Public health advocates should anticipate more innovative product and packaging design as an industry response

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