• 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 | 10 | 8 | 6 (75.0) | 2 (25.0) | 0 (0)

Non-conventional descriptors used on flavor variant cigarettes (%)

- Color descriptors: "Cool", "fresh", "ice"
- Technology descriptors
- Flavor change descriptors: "activate", "double click"
- Other descriptors: Capsule, "plain"/"normal" or "blank"

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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