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.

**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.

**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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