

# Optimising a product standard for banning menthol and other flavours in tobacco products

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## **Abstract**

In this paper, we highlight key issues that policymakers should consider when developing a product standard banning menthol and other flavours in tobacco products based on research evidence and experiences learnt from other countries. A flavour product standard may be optimised by (1) having a clear and comprehensive definition of flavour that includes a complete ban on additives that have flavour properties and/or evoke sensory/cooling effects (ie, menthol analogues and synthetic coolants that stimulate the cooling receptor of the brain) rather than only as a 'characterising flavour' and (2) applying the standard to all tobacco product categories as well as all components or parts of the tobacco product (ie, the tobacco, filter, wrapper or paper), including separate flavourings that can be added to the product.

## **Recommended Citation**

Kyriakos, C.N., Chung-Hall, J., Craig, L.V., Fong, G.T. (2023). Optimising a product standard for banning menthol and other flavours in tobacco products. *Tobacco Control*, [Published online Nov 9, doi: 10.1136/tc-2023-058174].

**Link to PDF:** <https://tobaccocontrol.bmj.com/content/early/2023/11/09/tc-2023-058174.abstract>