

# Increasing Addictiveness

[tobaccopreventiontoolkit.stanford.edu](http://tobaccopreventiontoolkit.stanford.edu)

## Flavorings

*Added flavors mask the harshness of smoke and make products more appealing to new users, especially young people*

## Increased Nicotine

*Vaping companies control the delivery and amount of nicotine to ensure addiction*

## Menthol

*Menthol cools and numbs the throat to reduce irritation and make smoke feel smoother. This makes it easier to use frequently.*



## Powerful Batteries

*Heat the ingredients and devices to high temperatures, creating volatile chemicals that are inhaled and can cause device explosions*

## Nicotine Salts

*Behave like ammonia compounds, but also hide the harshness of nicotine.*

## Metal Parts

*Metal pieces in the devices that degrade, and micro-particles can be inhaled or ingested by the user.*