



THERE'S NOTHING JUST ABOUT MENTHOL.

It's not just the fact that menthol-flavored tobacco is aggressively marketed in Black communities.

It's not just that it's been a part of Big Tobacco's presence at pride parades and events for decades.

It's not just that it recruits kids by being easier to start.

The biggest problem with using menthol flavor to sell tobacco is that **it works** — attracting and addicting people, which leads to higher rates of disease and death.

- **93% of Black smokers** started by using menthol cigarettes
- **LGBT** smokers are **more likely** to use menthol cigarettes than non-LGBT smokers
- **54% of youth** (ages 12-17) who smoke use menthol cigarettes

Help us fight this injustice at NotJustMenthol.org



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