



THERE'S NOTHING **JUST** ABOUT MENTHOL.

It's not just the fact that menthol-flavored tobacco is aggressively marketed to specific groups, including Black and LGBTQIA+ communities. And it's not just that it recruits kids by being easier to start. The biggest problem with using menthol flavors to sell tobacco is that **it works**.

Menthol-flavored tobacco products are **easier to start** and **harder to quit**, leading to disproportionate rates of disease and death in **targeted communities**.

Help us fight this injustice at **NotJustMenthol.org**



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