



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

The biggest problem with using menthol flavor to sell tobacco? **It works.**

Menthol-flavored tobacco products are easier to start and harder to quit. It's a manipulative way for Big Tobacco to attract and addict people – leading to higher rates of death and disease.

And there's nothing **just about it.**

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

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



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