



# THERE'S NOTHING JUST ABOUT MENTHOL



## Menthol is not just a flavor.

It's a manipulative way for big tobacco to target, attract and addict Black Americans. The cooling flavor makes menthol products easier to start and much harder to quit, and tobacco companies aggressively market menthol products using elements of Black culture, putting more products on shelves in Black communities and making them cheaper. It's not just an injustice — it's killing Black Americans.



Historically, the marketing and promotion of menthol cigarettes have been targeted heavily toward African Americans through culturally tailored advertising images and messages.

## Smoking-related illnesses are the #1 cause of death in the African American community.



93% of Black smokers started by using menthol cigarettes.



Over 7 out of 10 African American youth ages 12-17 years who smoke use menthol cigarettes.



Menthol products are given more shelf space in retail outlets within African American and other minority neighborhoods.



Black smokers smoke less but die of heart attacks, strokes and other causes linked to tobacco use at higher rates than white smokers do.

**Take action to protect our  
communities from Big Tobacco's  
influence at [NotJustMenthol.org](https://NotJustMenthol.org)**

Join the conversation on social! @tobaccofreenys

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