

THERE'S NOTHING JUST ABOUT MENTHOL.



MENTHOL:

It's not just a flavor.

It's a manipulative way for Big Tobacco to target, attract and addict Black Americans.

It's not just in communities.

It's aggressively marketed in Black communities using elements of Black culture, putting more products on shelves and making them cheaper.

It's not just addicting.

The cooling flavor makes menthol products easier to start and much harder to quit.

It's not just an injustice – it's killing us.

Smoking-related illnesses are the

#1 CAUSE OF DEATH

in the African American community



Help us fight this injustice at NotJustMenthol.org

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