



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



There's nothing just about menthol.

Since the 1950s, the tobacco industry has been aggressively marketing menthol-flavored cigarettes to Black Americans. Advertisements exploit elements of Black culture, while Black communities are overburdened with more menthol products at lower prices than white neighborhoods.

And the marketing works.

Today, nearly **90% of African American smokers currently smoke menthol cigarettes, compared to 29% of white smokers.** Among African American youth ages 12-17 who smoke, over 70% use menthol cigarettes. And while **Black smokers smoke less, they die of heart attacks, strokes and other causes linked to tobacco use at higher rates than white smokers do.**

That's because menthol has a cooling and anesthetic effect, making menthol-flavored tobacco products easier to start and harder to quit. In other words, menthol is not just a flavor, it's a way to attract and addict Black smokers.

Keep up to date on what's happening locally by connecting with your local **Advancing Tobacco Free Communities** partner. Together, we can protect our community and end this injustice.

Name: _____

Town: _____ **Zip Code:** _____



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