



# Big tobacco's customers are dying.

But instead of pulling their products off shelves, they're recruiting a new generation of smokers.

Menthol is not **just** a flavor, it's a way to attract and addict us. Tobacco companies use menthol to mask the harshness of smoke, making tobacco products easier for us to start and harder for us to quit.

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

**54%** of youth (ages 12-17) who smoke use **menthol cigarettes.**

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

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