

A young woman with dark hair in two braids, wearing round glasses and a white cardigan over a maroon shirt, is sitting on a swing. She is looking off to the side with a serious expression. The background is a blurred outdoor setting.

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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