

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.

Over 70%
of African American
Youth Who Smoke Use
**menthol
cigarettes.**



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



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