

# 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**



facebook.com/TobaccoFreeNYS



@TobaccoFreeNYS

