

A young woman with dark hair in two braids, wearing round glasses and a white sweater 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 us to be the next generation of smokers.

Tobacco companies use menthol to make their products smoother and better tasting, making it easier for us to start and harder to quit. Menthol is not **just** a flavor, it attracts and addicts us.

**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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