

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.

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



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



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