



# BIG TOBACCO'S CUSTOMERS ARE DYING.

**But instead of pulling their products off shelves, tobacco companies are recruiting a new generation of smokers.**

They talk about it in their meetings, they spend enormous resources tracking the behaviors and preferences of youth and they use menthol flavors to put their plans into action.

**Menthol is not just a flavor**, it's a manipulative way for Big Tobacco to make their products smoother and better tasting, so they're easier for kids to start and harder to quit. And the biggest problem is, it works. Statistics show that the youngest smokers are most likely to use menthol cigarettes.

- The average age of a new smoker is **13 years old**
- **54% of youth** (ages 12-17) who smoke use menthol cigarettes
- Over **7 out of 10** African American youth who smoke use menthol cigarettes

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



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