



# THERE'S NOTHING **JUST** ABOUT MENTHOL

Menthol is not JUST a flavor, it's a way for Big Tobacco to attract and addict new smokers – there's nothing JUST about that.



# RECRUITING A NEW GENERATION OF SMOKERS

Tobacco companies use menthol to make their products smoother and better tasting, so it's easier to start smoking and harder to quit. And they've been aggressively marketing these products for decades:



Tobacco companies spend \$8.4 billion each year to promote their products, much of which directly reaches and influences kids



Among Black adults who smoke, 93% used menthol cigarettes when they first tried smoking



More than half (54%) of youth who smoke (ages 12-17 years) use menthol cigarettes



LGBT young adults are nearly 2x as likely to use tobacco as their non-LGBT peers

## THE RESULTS ARE DEADLY:



Nearly 5.6 million of today's Americans under 18 will die early from smoking-related illness if the current rate of youth smoking continues.

**Learn more and take action at [notjustmenthol.org](https://notjustmenthol.org)**

