



MENTHOL CIGARETTES ARE A **THREAT** TO YOUTH AND PUBLIC HEALTH

MENTHOL MAKES IT EASIER FOR **YOUTH TO START SMOKING**

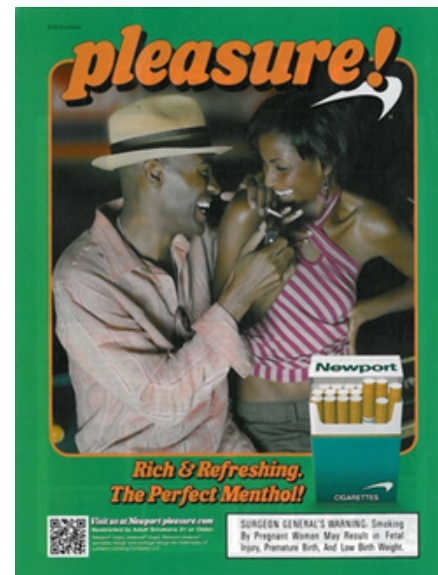
- Menthol is a chemical compound that cools and numbs the throat. By reducing the harshness of tobacco smoke, **menthol makes it easier for kids to start smoking.**
- **Half of youth** who have ever tried smoking started with menthol cigarettes.
- Between 1980 and 2018, menthol cigarettes were responsible for **10.1 million additional smokers.**

MENTHOL CIGARETTES ARE **MORE ADDICTIVE & HARDER TO QUIT**

- Young people who start smoking using menthol cigarettes **are more likely to become addicted.** They are also more likely to become long-term daily smokers.
- Menthol smokers are less likely to quit smoking.

MENTHOL CIGARETTES HAVE HAD **A PARTICULARLY HARMFUL IMPACT** ON THE HEALTH OF BLACK AMERICANS

- For more than 60 years, **tobacco companies have targeted Black communities and other communities of color** with marketing for menthol cigarettes, including sponsorship of community and music events, providing free samples and discounts and magazine advertising.
- Black neighborhoods continue to have **more tobacco retailers, more advertising for menthol cigarettes, and more price promotions for menthol cigarettes.**
- **Smoking claims the lives of 45,000 Black Americans each year.** Menthol cigarettes are a key reason why Black smokers have a harder time quitting smoking and are more likely to die from smoking-caused diseases like lung cancer, heart disease and stroke.



MENTHOL CIGARETTES CAUSE MORE HARM THAN ANY OTHER FLAVORED TOBACCO PRODUCT

- By increasing youth smoking and decreasing quitting, menthol cigarettes magnify the public health harms of smoking.
- Menthol cigarettes were responsible for 378,000 premature deaths from 1980 to 2018. Black Americans represented 41% of premature deaths from menthol cigarettes over this period despite accounting for 12% of the population.

MENTHOL CIGARETTES WORSEN HEALTH DISPARITIES

- 85% of Black smokers, 50% of Hispanic smokers and 47% of Asian smokers use menthol cigarettes, compared to just 29% of white smokers.
- Smokers with mental health conditions, smokers living in poverty, LGBTQ+ smokers and pregnant smokers also have high rates of menthol smoking.



REMOVING MENTHOL CIGARETTES FROM THE MARKET WOULD REDUCE THE NUMBER OF YOUTH WHO BECOME ADDICTED TO TOBACCO, SAVE HUNDREDS OF THOUSANDS OF LIVES, AND ADVANCE HEALTH EQUITY.

THE FDA MUST QUICKLY FINALIZE AND IMPLEMENT ITS PROPOSED RULE TO PROHIBIT MENTHOL CIGARETTES, ISSUED IN APRIL 2022. CONGRESSIONAL LEADERS SHOULD URGE THE FDA TO FINALIZE THESE RULES WITH THE UTMOST URGENCY.

FOR MORE INFORMATION ABOUT FLAVORED PRODUCTS, VISIT
[HTTPS://WWW.TOBACKOFREEKIDS.ORG/WHAT-WE-DO/US/FLAVORED-TOBACCO-PRODUCTS.](https://www.tobaccofreekids.org/what-we-do/us/flavored-tobacco-products)