

The truth about how

MENTHOL HARMS BLACK COMMUNITIES



American Heart Association.



Menthol: The Basics

- ✓ **Menthol** masks the harshness of tobacco products. This makes it easier to start smoking, inhale more deeply, and take in more nicotine. This can lead to stronger addiction and make it harder to quit.
- ✓ In the 1950s, only 5% of Black people who smoked used **menthol cigarettes**. After 4 generations of industry targeting, about 85% of Black people who smoke use **menthols**.
- ✓ Hundreds of cities have taken most flavored tobacco off shelves, but few restrict **menthol**, the flavor that harms Black communities most.

Inequities that Lead to Disparities



TOBACCO

use is an independent risk factor for heart disease, linked to **1/3 of all heart disease deaths**.



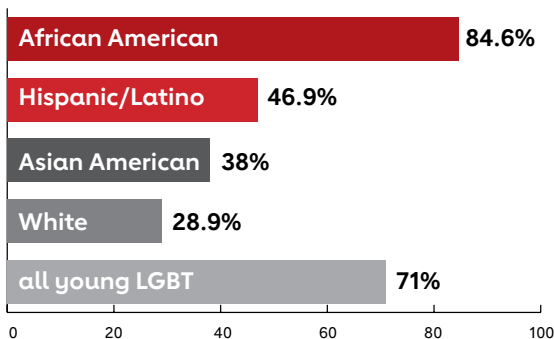
BLACK COMMUNITIES suffer the greatest burden of tobacco-related death of any racial or ethnic group in the United States.



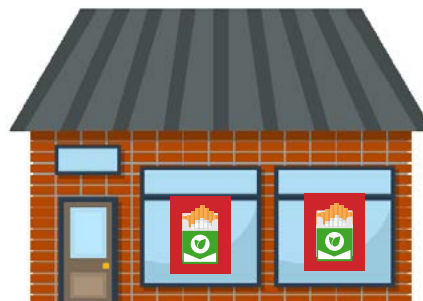
BLACK ADULTS

are **32%** more likely to die from heart disease, and **45%** more likely from stroke.

Use of Menthol Tobacco Products



Big Tobacco's shameful record includes targeting youth and adults in Black communities with **menthol products** resulting in the disproportionately higher use rates by Black people who smoke.



Tobacco companies spend millions of dollars marketing their **menthol** brands to keep their highly addictive cigarettes cheap and visible in **Black communities**.

Menthol & Youth

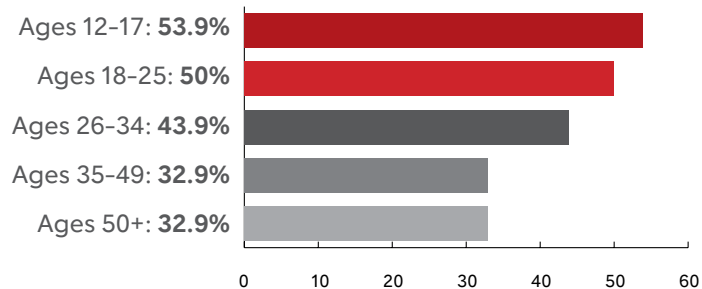
The more **Black** children who live near a store that sells tobacco products, the more likely it is that **menthol** tobacco products will be advertised near candy displays.

Nearly **65%** of young **menthol** smokers say they would quit if **menthol** cigarettes were removed from the market.

Nearly **60%** of high school students who use e-cigarettes use **mint** or **menthol** flavored products.

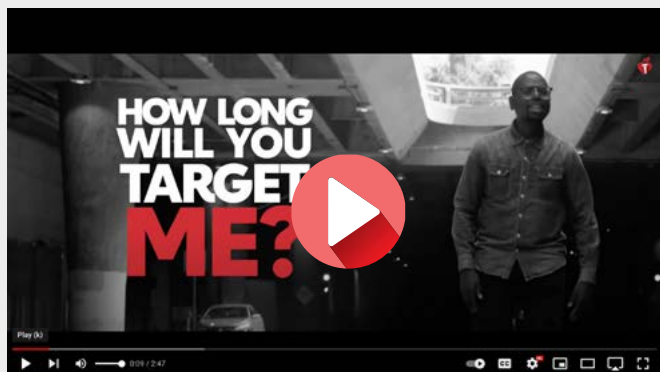
With **menthol** e-cigarettes remaining on the market, **more kids will gravitate toward them**, even as other flavored products come off.

Menthol cigarette use among current smokers in the US by age, 2012-2014:



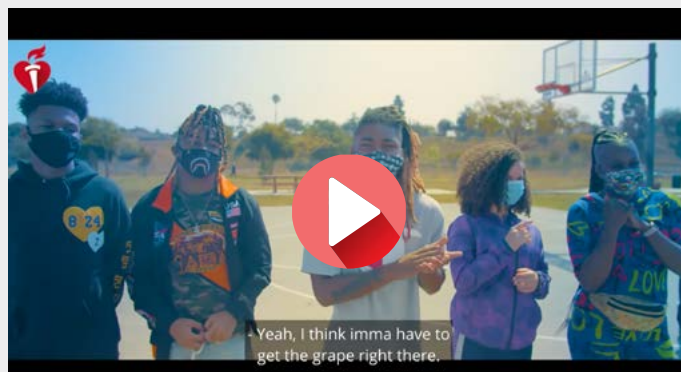
Eliminating Menthol and Flavored Tobacco Products

This policy is only **one** part of a much larger movement to advance justice in health. The FDA took other flavored cigarettes off the shelves in 2011, but they made an exception for **menthol, the flavor** that causes the most harm in Black communities. It's time to **act now**.



How Long Will you Target Me?

<https://www.youtube.com/watch?v=gwwH-3Bjaqc>



You Don't Want to Smoke

<https://www.youtube.com/watch?v=4VXVjnJrsS8>

Help us eliminate menthol from all tobacco products.

Text **FLAVORS** to 46839