

The FACTs on Menthol & Teens

Everybody's vulnerable to the harm that tobacco and nicotine products can do. However, when it comes to menthol cigarettes, youth are more heavily impacted than adults. This is because these products are unfairly marketed toward certain populations, such as African Americans and the LGBTQ community.

Menthol is a compound found naturally in peppermint and corn mint plants, or it can be made in a lab. It creates a cooling sensation in the mouth and throat, which reduces the harshness of cigarette smoke. This makes menthol tobacco products more appealing, especially to first-time smokers. It also makes menthol easier to start using and harder to quit.

Share the FACTs

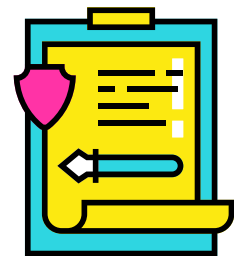
FACTivists always take the truth about tobacco to the streets. It's time people knew how tobacco's addictive chemicals and dangerous health effects are harming lives.



In Wisconsin, youth cigarette smoking is still a concern. About half of youth who have ever smoked started with menthol cigarettes.¹



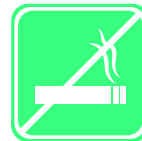
African American neighborhoods have a disproportionate number of tobacco retailers, pervasive tobacco marketing, and in particular, more marketing of menthol products.¹



Policies that restrict menthol cigarettes can reduce smoking among youth and other groups.²

2.4X

In the United States, African American smokers are 2.4 times more likely to use menthol than White smokers.³



Nationally, menthol smokers are less likely than non-menthol smokers to successfully quit smoking.⁴

Send a Message

Share FACT's support of teens who are unfairly impacted by menthol within your social-verse. Or turn these headlines into posters and billboards, chalkboard messages and other FACTivisms. Just make sure plenty of teens like you can see your support.

Cancer doesn't care how 'cool' menthol feels.
#FACTmovement #NoMoreMenthol

Tobacco companies sell menthol as a "starter" product to youth, hoping to create lifelong customers. #FACTmovement #NoMoreMenthol

Mint flavoring is for gum and candy canes, not tobacco and nicotine products.
#FACTmovement #NoMoreMenthol

Menthol in Black communities isn't a coincidence. It's calculated—and it's wrong
#NoMoreMenthol #FACTmovement

Flavored cigarettes are banned, but mint's still allowed? Something's off here
#FACTmovement #NoMoreMenthol

We are spreading the truth about tobacco and menthol!
#FACTmovement #NoMoreMenthol



[FACTmovement.org](https://factmovement.org)

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Citations

1. Campaign for Tobacco-Free Kids, Deadly Alliance: How Big Tobacco and Convenience Stores Partner to Hook Kids and Fight Life-Saving Policies (2023), https://assets.tobaccofreekids.org/content/what_we_do/industry_watch/deadly-alliance-2023/2012_10_12_Deadly-Alliance-2023-update.pdf
2. Centers for Disease Control and Prevention, “Addressing Menthol Tobacco Products,” May 15, 2024, <https://www.cdc.gov/tobacco/menthol-tobacco/addressing-products.html>
3. Centers for Disease Control and Prevention, “Menthol Smoking and Related Health Disparities,” May 15, 2024, <https://www.cdc.gov/tobacco/menthol-tobacco/health-disparities.html>
4. Centers for Disease Control and Prevention, “Menthol Tobacco Products Are a Public Health Problem,” May 15, 2024, <https://www.cdc.gov/tobacco/menthol-tobacco/public-health-problem.html>