


THE TOBACCO INDUSTRY

PROFITS
BILLIONS
KILLS MILLIONS

MENTHOL IN CIGARETTES IS A SOCIAL JUSTICE ISSUE



MENTHOL IS ADDED TO COMMERCIAL TOBACCO, WHICH PRODUCES A MINTY FLAVOR AND COOLING SENSATION THAT MAKES SMOKE FEEL LESS HARSH AND EASIER TO INHALE.

- For decades, menthol has been historically **targeted to different communities**, including African Americans, LGBTQ+ groups, low-income populations, and young people.
- Mentholated tobacco products are **more addictive, easier to start and hard to quit**, than non-mentholated tobacco products.
- In Wisconsin, each year, **10,200 youth under the age of 18 will try cigarettes for the first time**-- many of them started because of the minty flavor.
- The adult smoking rate for African Americans in Wisconsin is 30%. This is **nearly triple the rate** for Whites.
- **Menthol is used by 9 of 10** African Americans in Wisconsin who smoke, and 85% nationally.
- Smoking is a **major contributor of the three leading causes of death** for African Americans: heart disease, cancer and stroke.
- Tobacco use **kills 45,000** African Americans annually in the United States.
- Research studies show that removing menthol tobacco from the market would **save 654,000 lives**, including more than 250,000 Black lives, within 40 years.

**READY TO QUIT? --- CALL OUR TOBACCO QUIT LINE AT
1 (800) QUIT-NOW**