

# Menthol in Wisconsin

A PUBLIC HEALTH ISSUE  
THAT AFFECTS US ALL



No Menthol  
SUNDAY

## What is Menthol Tobacco?

Mentholated tobacco products contain menthol, a chemical compound that creates a cooling sensation and masks the harshness of tobacco smoke, making smoking feel smoother and easier to inhale (1-2). Menthol is used to flavor cigarettes, e-cigarettes (vapes), cigars, cigarillos, nicotine pouches and other tobacco products.

Because menthol reduces throat irritation, menthol cigarettes make it easier for young people to start smoking and increase the risk of nicotine addiction. **Nearly 9 in 10 youth smokers say they would not use tobacco products if they were not flavored, highlighting the powerful role flavoring plays in youth initiation (1-3, 10).**

In Wisconsin, youth tobacco and nicotine use remains a serious public health concern. Statewide surveys show that thousands of middle and high school students report current use of tobacco or nicotine products each year (4-5).

Tobacco companies have historically targeted Black communities with menthol advertising, contributing to long-standing health inequities. **As a result, nearly 9 out of 10 Black adults who smoke use menthol cigarettes (6-9).**

## How We Can Combat Menthol Tobacco?

- Support local and statewide policies that limit menthol tobacco sales (2,7,9).
- Share accurate information in families, churches, schools, and community spaces (1, 3, 10).
- Use proven quit supports like counseling and nicotine replacement therapy (NRT) (1,6).
- Choose culturally grounded programs that center healing, joy, and wellness.
- Advocate for investments in prevention and cessation programs led by impacted communities (7,9).

## A Healthier Wisconsin Is Possible

Reducing menthol tobacco use means fewer preventable deaths, stronger families, and healthier futures. Everyone deserves clean air, honest marketing, and real support to quit.

**Call the Wisconsin Tobacco QuitLine at 800 QUIT NOW for help quitting.**

## References



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7. **Campaign for Tobacco-Free Kids. (2023).** The disproportionate impact of menthol cigarettes on Black communities.
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