

WHAT YOU SHOULD KNOW ABOUT MENTHOL

What is Menthol Tobacco?



No Menthol
SUNDAY



Menthol is a chemical compound found naturally in peppermint and other similar plants.



Tobacco companies add menthol to their products to make them milder and attract young people and new users.



Mentholated tobacco and vapes soothes the throat, making it easier to start using and harder to quit.

85%

Used by 85% of Black Adults in Wisconsin who smoke.



HALF OF
9,300
YOUTHS

who start smoking in Wisconsin each year smoke menthols.



It's one of the most popular vape flavors/ Vapes are extremely popular with kids.



WHAT CAN I DO?



Learn more about menthol tobacco by watching the “Black Lives/Black Lungs” film series on YouTube.



Advocate for local and state policies that restrict menthol tobacco sales.



Share information about menthol with your family and others.



Join the Wisconsin African American Tobacco Prevention Network waatpn.com



WAATPN.COM

Encourage people ready to quit smoking to get free help by calling



1-800-QUIT-NOW