



# WHAT YOU NEED TO KNOW ABOUT THE MENTHOL BAN



## What is a menthol ban?

The Federal Drug Administration (FDA) plans to prohibit menthol cigarettes from being **manufactured** and **sold** in the U.S.



## Why ban menthols?

Menthol cigarettes are easier to start and harder to quit and are more addictive than non-menthols. Tobacco companies have purposely **targeted African communities** for decades with this deadly product.



## Who does the ban impact?

Each year 45,000 African Americans die from smoking and nearly 90% of them smoke menthols. A menthol ban would also impact other targeted populations like the LGBTQ+, Native American and Hispanic communities, as well as youths, veterans, and people with behavioral health conditions. The ban could **save hundreds of thousands of lives**.



## Will I be arrested for smoking menthols?

No, the ban ends the sale and production of menthol cigarettes and flavored cigars. The FDA said it can't and **won't enforce the ban against individual consumers for possession or use of menthol cigarettes**.



## Where can I get help to quit?

In Wisconsin, you can get free help to quit by calling **1-800-QUIT-NOW**.

