

Menthol and flavored tobacco make it easier to start using and harder to quit.

*Tobacco companies know this - they push these products to **make more money**. Health experts and community advocates are working to **change this!***

Here's what to know about a **menthol ban**.



A ban **will create a more fair and just society**.

Tobacco companies use marketing tactics to **increase addiction**, and they target some communities more than others. Everyone deserves a fair and just opportunity to be as healthy as possible.

A ban **won't make it illegal** to have or use these products.

The tobacco industry says a ban on menthol would criminalize African Americans. This is a talking point designed to tap into real concerns about policing because the industry knows a ban will cut into their profits. A menthol ban would **prohibit manufacturing, distributing and selling menthols**. It won't make it illegal for adults to have or use menthols.

A ban **will reduce addiction**.

Menthol products make it easier to use and easier to get addicted. Menthol makes it easier to inhale deeply, which leads to a **bigger dose of nicotine** and a **stronger addiction** as compared to other cigarettes.

A ban **will further regulate** the tobacco industry.

A ban will restrict the sale of dangerous products and **set rules for the tobacco industry**. Other flavored cigarettes were **banned years ago** - menthol and flavor bans are an important next step in protecting health. Tobacco companies shouldn't be allowed to make their products more addictive and more deadly.

A ban **will save lives**.

When these highly addictive products are less convenient for people to get, **fewer people will start using**. A ban will also make it **easier for people to quit** if they want to. Research estimates that a menthol ban would **save 650,000 lives** over the next 40 years.

Take action with us!

Join our email list to receive the latest updates on events, news, and how to get involved in making a change! Sign up at <https://bit.ly/wctobacco> or use this QR code.



Want to quit?

Call or text the Michigan Tobacco Quitline at
1-800-QUIT-NOW
(1-800-784-8669)
for free info and referrals.



Washtenaw County
Health Department