

FAST FACTS:

Menthol and Flavored Tobacco

What is menthol?

- Menthol has a minty flavor that creates a cooling sensation when used.
- Menthol is **used in many harmful tobacco products** including e-cigarettes, hookah, smokeless tobacco, and more.

Why flavored tobacco?

- The tobacco industry uses flavored tobacco products to **lure new users** into tobacco addiction.
- Most young people **start with a flavored product**.

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

Tobacco companies work **to get more people addicted.**

- The tobacco industry uses marketing, targeting, and specific products to increase addiction.
- Everyone deserves a **fair** and **just** opportunity to be as healthy as possible.

Tobacco companies specifically target **African Americans:**

Tobacco companies do **more advertising** for menthol and flavored products in Black communities. They sometimes even make these products **cheaper** in Black neighborhoods.



Nearly **90%** of Black people who smoke use menthol-flavored cigarettes (compared to just 30% of white smokers).



African Americans suffer the **greatest burden of tobacco-related death** of any racial or ethnic group in the US.

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.