

FLAVOR FADES ADDICTION STAYS



The Truth About Menthol

- Tobacco companies aggressively target Black, Brown, and LGBTQ+ communities with menthol products
- More than 85% of Black smokers use menthol cigarettes due to decades of marketing
- Smoking-related diseases kill 45,000 Black Americans each year

Protect Your Health & Community

- Learn the facts- Don't fall for Big Tobacco's lies
- Support policies that remove menthol tobacco from stores
- Encourage loved ones that quit- free resources are available



DATA FROM THE CENTER FOR BLACK HEALTH AND EQUITY

