

Menthol Cigarettes

Menthol cigarette marketing targets African Americans, women, LGBT communities, and youth^{1,2}

Menthol flavoring in cigarettes is associated with **increased smoking initiation** in young people & **addiction** in all smokers.³

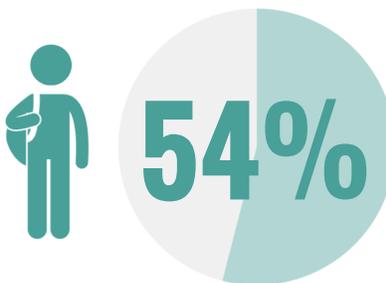


Almost **9 out of 10**



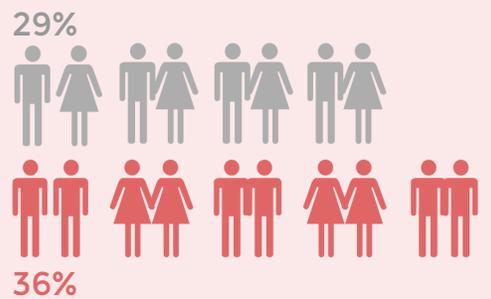
African American smokers use menthol cigarettes⁴

Of all U.S. middle and high school **students who smoke,**



have used menthol cigarettes⁵

Among adults who smoke, menthol cigarette use is **higher among LGBT adults** than heterosexual adults²



Menthol is the only flavor still allowed in cigarettes

320,000 lives could have been saved if menthol cigarettes were banned in 2011.

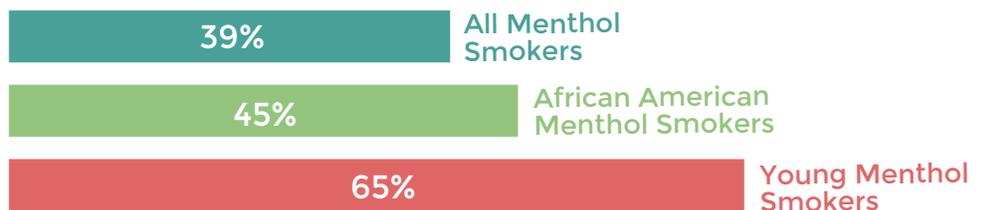
1/3 would have been **African American**⁶



If banned,

many menthol smokers report they would

try to quit smoking:^{7,8}



1. Tobacco Control, 2011

2. Am J Prev Med, 2015

3. Food and Drug Administration, 2013

4. Tobacco Control, 2016

5. 2014 NYTS; icon by Gan Khoon Lay

6. American Journal of Public Health, 2011

7. American Journal of Public Health, 2012

8. Nicotine Tobacco Resolution, 2014

