

MENTHOL CIGARETTES AND YOUTH SMOKING

How Menthol Cigarettes Impact Youth Smoking Initiation and Health Disparities

MENTHOL MAKES IT EASIER FOR YOUTH TO INITIATE TOBACCO USE

530K MIDDLE AND HIGH SCHOOLERS USE MENTHOL CIGARETTES

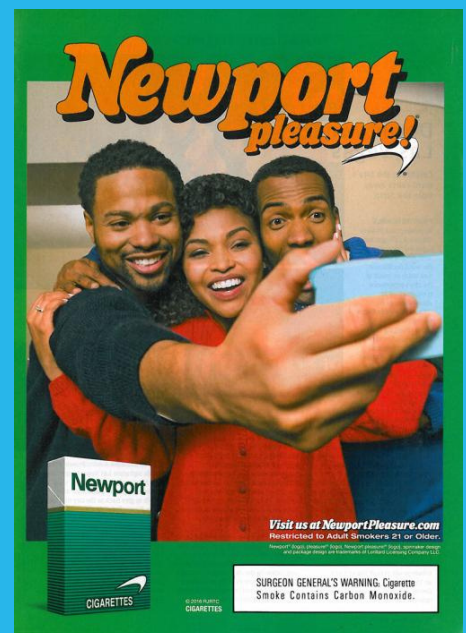
Tobacco companies have a long history of using flavors to reduce the harshness of their products to make them more appealing to new users, almost all of whom are under 18



MENTHOL INCREASES ADDICTION AND MAKES IT HARDER FOR SMOKERS TO QUIT

THE TOBACCO INDUSTRY TARGETS YOUTH AND MINORITIES WITH MENTHOL CIGARETTE MARKETING

*Music and Community Event Sponsorship
Magazine Advertising
Youthful Imagery
Retail Promotions*



AN FDA BAN OF MENTHOL CIGARETTES COULD LOWER SMOKING RATES

In Canada, following a national ban of menthol cigarettes, menthol smokers were more likely to try to quit than non-menthol smokers



Source: Flavors Hook Kids CT
Impact of Menthol Cigarettes on Youth
Smoking Fact Sheet

<https://www.tobaccofreekids.org/assets/factsheets/o4oo.pdf>



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