

FLAVOR FADES ADDICTION STAYS

MENTHOL FACTS

- > **45,000** Black Americans **die** from smoking related disease every year
- > Menthol tobacco products' **minty flavor** makes them **easier to start** and **harder to quit**
- > Tobacco industry tactics have led **85%** of Black smokers toward **mentholated products**
- > The tobacco industry **offers discounts** and places **more ads** in Black neighborhoods.
- > The tobacco industry **pays and sponsors** Black organizations and institutions
- > A ban on menthol products will **reduce addiction** and youth initiation, improve quit attempts and ultimately address tobacco-related health disparities.



Tobacco-Free
FOR A HEALTHY NEW JERSEY

DATA FROM THE CENTER FOR BLACK HEALTH AND EQUITY