

MENTHOL QUICK TALKING POINTS

- Menthol is a candy flavor that makes it easier to smoke cigarettes.
- Most African American smokers smoke menthols.
- Most minorities who are smokers smoke menthols.
 - More than half of Asian American youth smokers smoke menthols
 - Nearly half of Latino youth smokers smoke menthols
 - Most menthol smokers are women
- Most kids who start smoking try menthols first.
- The tobacco industry intentionally tries to get African Americans to buy menthol cigarettes.
 - Menthol cigarettes cost less in Black communities
 - There are more and larger advertisements for menthols in Black communities
- Menthol cigarettes are harder to quit!
- The FDA has the power to ban menthol from tobacco products.
- Banning menthol would save lives.
 - If menthol were banned, a lot of people would never start smoking
 - If menthol were banned, a lot of African Americans would not die from a smoking-related disease

