

The Truth About **MENTHOL** Flavored Tobacco

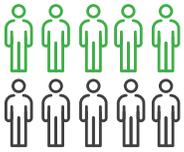
Menthol makes cigarettes easier to smoke and harder to quit.

Menthol provides a cooling effect in the back of the throat, reduces the harshness of cigarette smoke and suppresses coughing.

Menthol was first added to cigarettes in the 1920s and 1930s and became widespread in the 1950s and 1960s.



Menthol and Youth



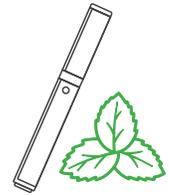
Nearly **50%** of youth ages **12-17** who smoke traditional cigarettes use **menthol**.



Nearly **65%** of young menthol smokers say they would quit if **menthol** cigarettes were banned.

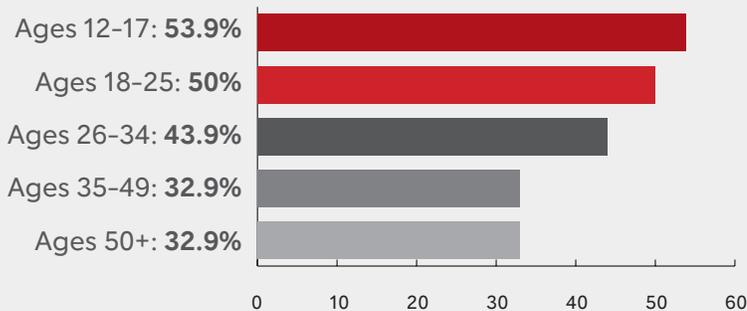


Nearly **60%** of high school students who use e-cigarettes use **mint** or **menthol** flavored products.



With **menthol** e-cigarettes remaining on the market, **more kids** will gravitate towards them, even as other **flavored products** come off.

Menthol cigarette use among current smokers in the US by age, 2012-2014:



Menthol and African Americans

African Americans suffer the greatest burden of tobacco-related death of any racial or ethnic group in the United States.

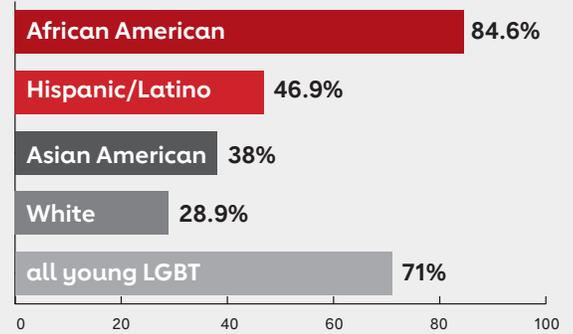
Nearly 45,000 African Americans die annually from a smoking-caused illness.

Menthol flavored tobacco products are a big driver of these disparities.

Big Tobacco's shameful record includes targeting youth and adults in communities of color and underserved populations with **menthol products resulting in the disproportionately higher use rates by minority smokers:**



Use of Menthol Tobacco Products



Cigarette companies are known to specifically **target low-income neighborhoods** with in-store advertising for **menthol** cigarettes.

Federal Action - Menthol And Flavored Tobacco Restriction Timeline

2009
Congress bans the sale of flavored cigarettes, except for **menthol**, leaving that action up to the FDA

2011
Tobacco industry, led by Lorillard (now R.J. Reynolds) filed a lawsuit trying to prohibit the FDA from using the TPSAC report, a district court judge sided with Big Tobacco, the FDA appealed this decision

July 2013
FDA releases its own evaluation of **menthol** finding that **menthol** cigarettes likely pose a greater public health risk than non-menthol versions, and requested public comment

March 2018
FDA requests public comment on the role of flavorings in tobacco products, including **menthol**

If a **menthol** cigarette ban had been enacted in 2011, it could have saved 320,000 lives by 2050.

March 2011

FDA's Tobacco Products Scientific Advisory Committee (TPSAC), created by the **Tobacco Control Act**, issues report concluding removal of **menthol** cigarettes in the marketplace would benefit public health in the US

April 2013

20 leading health organizations, including the American Heart Association, file a **Citizen Petition** urging the FDA to prohibit **menthol** as a characterizing flavoring in cigarettes

2016

D.C. Circuit reversed the district court's decision, **now allowing the FDA to rely on the TPSAC menthol report to regulate menthol tobacco products**

January 2020

FDA issues policy to restrict sale of certain flavored e-cigarettes but allow **menthol** flavors and flavored liquid nicotine used in open tank systems and disposable e-cigarettes to remain on the market