MENTHOL
Get the Facts

Menthol makes smoking easier to start and harder to quit.

Evidence from tobacco industry documents shows that the industry studied smokers' menthol preferences and manipulated menthol levels to appeal to adolescents and young adults.

As a result of aggressive marketing of mentholated tobacco products to certain communities, African Americans smoke menthol-flavored cigarettes at nearly 3 times the rate as whites. They have a more difficult time quitting and are more likely to die from a smoking-related illness.
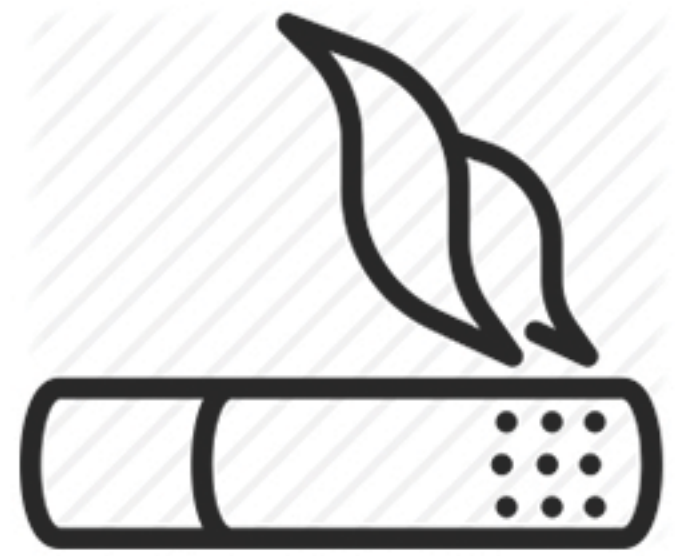
Studies show that amounts of tar, nicotine and other poisons are 30-70% higher in inhaled menthol cigarettes than in non-mentholated cigarettes.

The Surgeon General has stated that people who smoke menthols inhale more deeply and keep the smoke in their lungs longer, which gives them greater exposure to the 4000 chemicals and poisons in cigarettes.

If a menthol ban were in effect, researchers projected that 340,000 deaths could have been averted from 2011 to 2050, a third of them among African Americans.

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