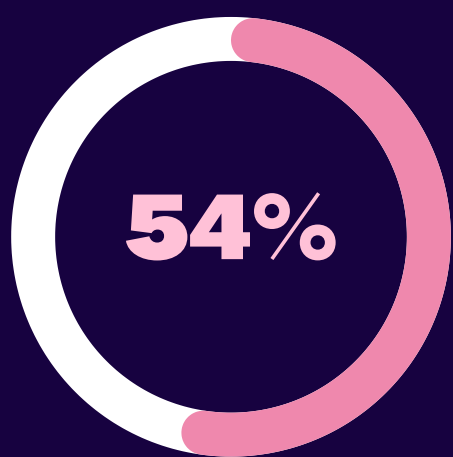
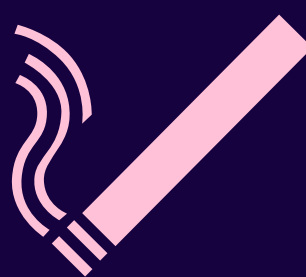


# Center for a Tobacco-Free Finger Lakes

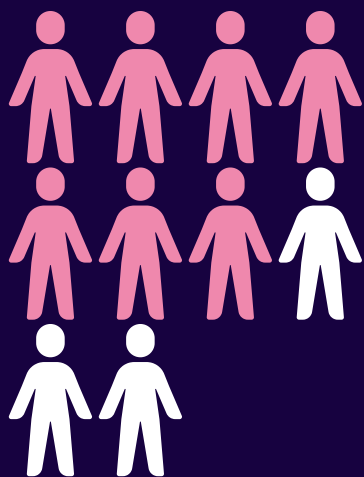
## Menthol Tobacco



More than half youth ages 12-17 who smoke using menthol cigarettes.

More than adults 18 & older who smoke menthol cigarettes.

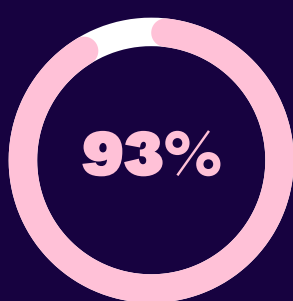
A majority of those that began smoking as young adults first smoked menthol cigarettes.



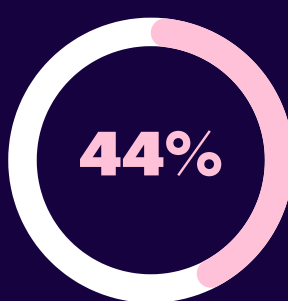
**7 out of 10** African American youth between the ages of 12-17 who smoke use menthol cigarettes

## Percentage of adults who started smoking with Menthol

**BLACK ADULTS**



**WHITE ADULTS**



This happens in part because of **aggressive marketing** of **menthol products** into **young people** and **African Americans urban communities**.

Studies show that other groups are **more likely to use menthol** as well:

- Women
- LGBTQ
- Low Income
- Low Education
- Mental Health

Each of these groups used menthol at **higher rates** than their counterparts

Tobacco Companies know what they are doing.

**Adjusting** menthol levels in products to target specific age ranges.

Less menthol for younger smokers

&

More menthol for older smokers

Menthol cigarettes have a **higher retention rate** among individuals that smoke.

Sales have even **increased** for **menthol** while overall sales decreased.

Learn more at

[https://www.cdc.gov/tobacco/basic\\_information/tobacco\\_industry/menthol-cigarettes/index.html](https://www.cdc.gov/tobacco/basic_information/tobacco_industry/menthol-cigarettes/index.html)

