

The Truth about MENTHOL FLAVORED TOBACCO



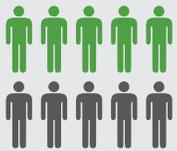
American
Heart
Association.



Menthol: The Basics

- ✓ **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.

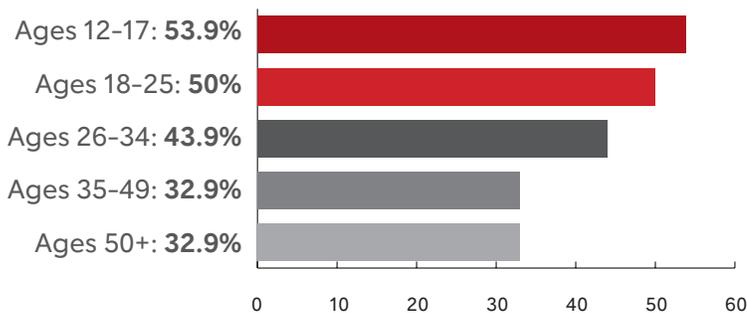


Nearly **60% of high school students** who use e-cigarettes use **mint** or **menthol** flavored products.



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.

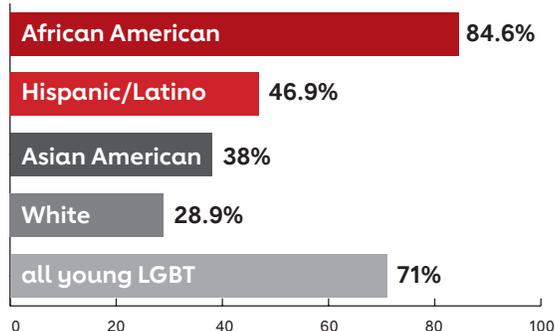
Menthol flavored tobacco products are a big driver of these disparities.

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:**



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

Use of Menthol Tobacco Products



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