

Menthol Helps the Poison Go Down Easier

FDA Regulation of Tobacco Flavorings

- Effective September 22, 2009
- Prohibits a cigarette and its parts from containing an artificial or natural flavor (other than tobacco or menthol) or an herb or spice.
- Prohibited flavors include strawberry, grape, orange, clove, cinnamon, pineapple, vanilla, coconut, licorice, cocoa, chocolate, cherry, or coffee.

Reasons to Regulate Menthol

- Menthol cigarettes are starter products for youth especially in middle school.
- Menthol cigarettes have greater addiction potential because of the cooling sensation it creates in the mouth and throat.
- Tobacco marketing strategies target minority populations.
- Misleading health messages.

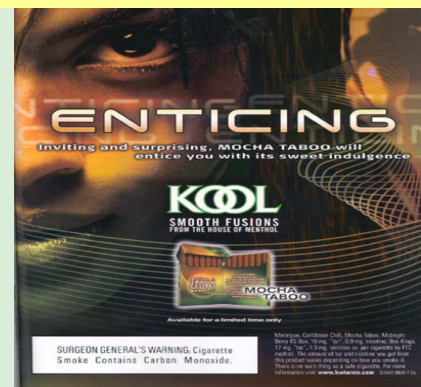


Inner-city youth are targeted by menthol tobacco advertising.

Did You Know?

- All tobacco products contain some menthol.
- Over 80% of African Americans who smoke prefer menthol cigarettes.
- African Americans who smoke think menthols are healthier and safer than regular cigarettes.

(Tibor Koeves Associates, 1968; Hymowitz, 1995; Rojcter, 2008;



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