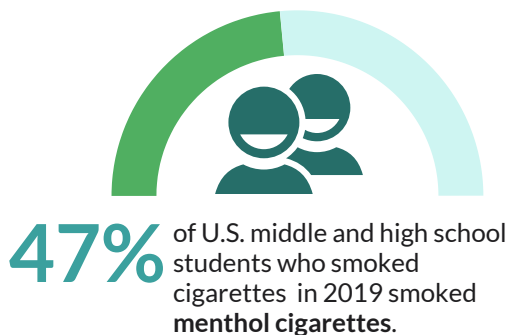


MENTHOL

Menthol is a flavor additive used by the tobacco industry to create a minty taste and aroma.

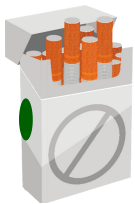
WHY SHOULD MENTHOL BE INCLUDED IN FLAVOR RESTRICTIONS?

- 1 It increases the likelihood of nicotine addiction in youth.
- 2 It creates a cooling and numbing sensation that helps mask the harshness of tobacco.
- 3 It enhances the addictiveness of tobacco products and makes quitting more difficult.



One in five Montana high school students who used e-cigarettes in 2021 reported using menthol flavored products **most often**.

Menthol is not federally restricted and this flavor can be found in many types of tobacco products.



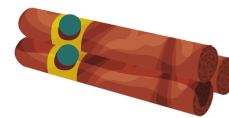
Cigarettes



Dissolvables



Chew



Cigars



E-cigarettes

WHAT SHOULD MONTANANS KNOW?

Prohibiting the sale of flavored tobacco products, including menthol, is an effective way to reduce youth access to tobacco products.

Sources:

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2. Campaign for Tobacco-free Kids. "Stopping Menthol: Saving Lives: Ending Big Tobacco's Predatory Marketing to Black Communities." https://www.tobaccofreekids.org/assets/content/what_we_do/industry_watch/menthol-report/2021_02_tfk-menthol-report.pdf. February 2021.
3. Centers for Disease Control and Prevention, Office on Smoking and Health. "Summary of Scientific Evidence: Flavored Tobacco Products, Including Menthol." https://www.cdc.gov/tobacco/data_statistics/evidence/pdfs/Scientific-Evidence-Brief-Flavored-Tobacco-Products-Including-Menthol-508.pdf. February 2021.
4. Montana Youth Risk Behavior Survey, 2021.



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