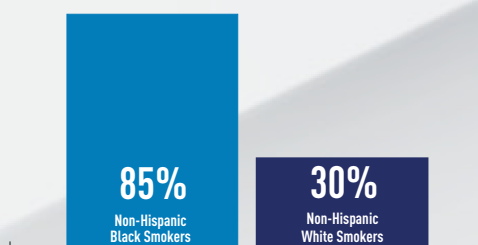


Menthol in Cigarettes

Menthol is a flavor additive with a minty taste and aroma that is widely used in consumer and medicinal products due to its reported cooling or painkilling properties. Menthol's flavor and sensory effects make menthol cigarettes more appealing and easier to use particularly among new tobacco users, such as youth and young adults. It also interacts with nicotine in the brain to enhance nicotine's addictive effects and makes it more difficult for people to quit smoking.

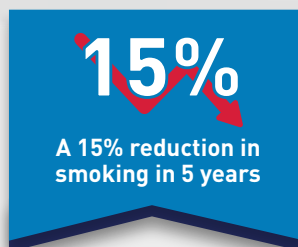
There are more than **18.5 MILLION** people who currently smoke menthol cigarettes in the U.S.¹

Nearly **85%** of non-Hispanic Black smokers use menthol cigarettes, compared to **30%** of non-Hispanic White smokers.¹



About **49%** of smokers who identify as lesbian, gay, or bisexual (LGB) report smoking menthol cigarettes vs. about **40%** of smokers who do not identify as LGB.¹

Published modeling studies have estimated that if menthol cigarettes were no longer available in the U.S.²:



FDA issued proposed product standards in April 2022 to prohibit menthol as a characterizing flavor in cigarettes and prohibit characterizing flavors (other than tobacco) in all cigars. These actions have the potential to significantly reduce disease and death from combusted tobacco product use, the leading cause of preventable death in the U.S., by reducing youth experimentation and addiction, and increasing the number of smokers that quit. Learn more by visiting www.fda.gov/tobacco.