

— THE TRUTH ABOUT —

# Menthol and Flavored Tobacco

## FACT

The tobacco industry has **ALWAYS** aggressively targeted young adults to attract new users

## THE PROBLEM

Flavors mask the harshness and make it **easier to inhale deeply**

Which leads to a **bigger dose** of nicotine



Which causes a **stronger addiction**



Which makes it **harder to quit**

Communities can **take action** to protect themselves by restricting the sale of all flavored tobacco products

Join our email list to get involved in making a change! Sign up at <https://bit.ly/wctobacco> or use this QR code.



## Want to quit?

Call or text the Michigan Tobacco Quitline  
1-800-QUIT-NOW (1-800-784-8669)  
for free info and referrals.