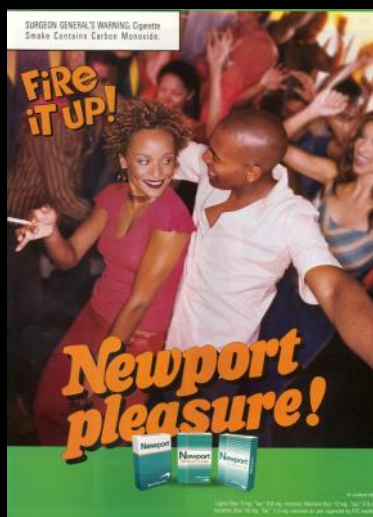


“A spoonful of sugar helps the ~~medicine~~ **poison go down”**
—So does mentholated and flavored tobacco

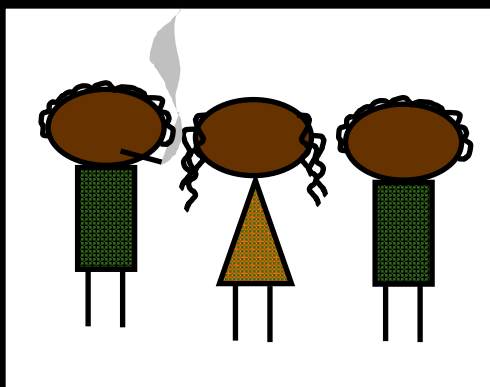
Aggressive
marketing
campaigns
encourage
African
Americans to
smoke menthol
3x more than
whites



9 out of 10 African
American adult &
youth smokers
smoke menthol
tobacco.

**“We don’t smoke the shit.
We reserve that right for the
young, the Black, the poor and
the stupid”.**

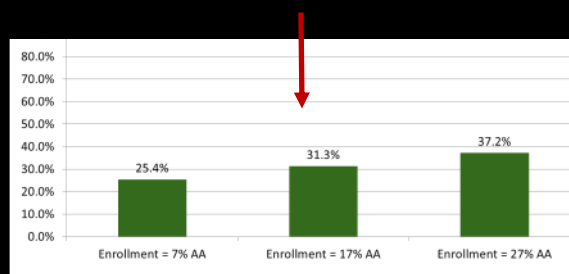
— R.J Reynolds Exec.



**1 in 3 African Americans
in Sacramento smoke**

In a California study, as the % African
American high school students increased:

- Newport's were 12 cents less
- Newport discounts 1.5 X greater
- Menthol ads increased 6%



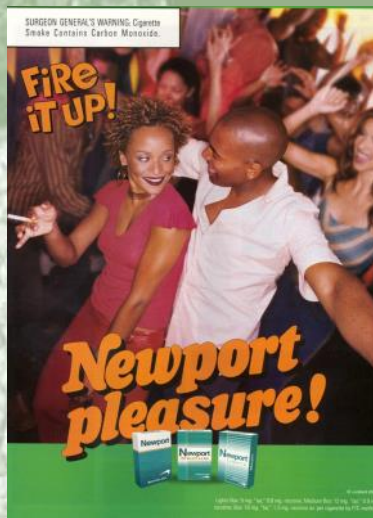
Stop the predation of African Americans.



<https://www.facebook.com/TheSOLProject/>

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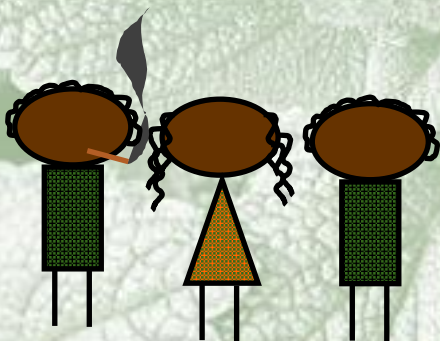
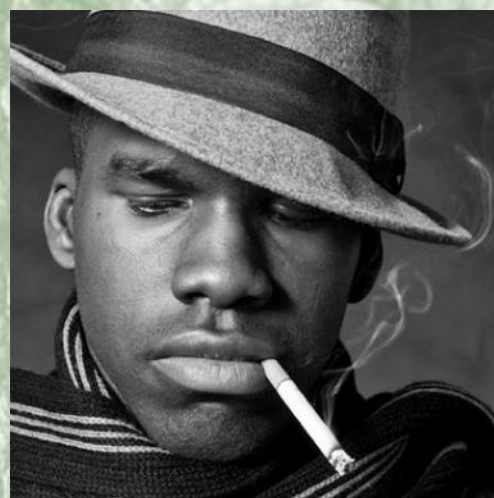
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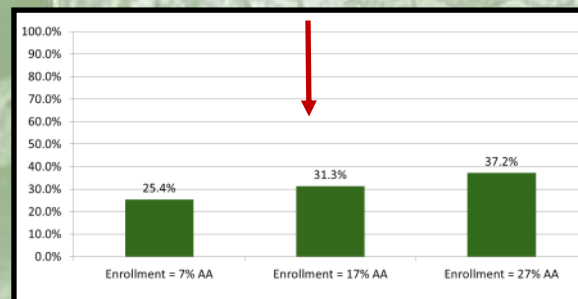
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