

MENTHOL TOBACCO

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



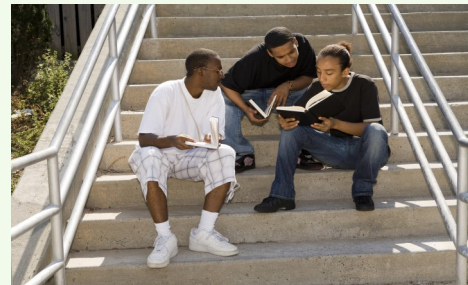
9 out of 10 African American adult and youth smokers use menthol tobacco.



The flavor Menthol comes from the mint plant. It is also used in cough drops. It numbs the throat making it easier to smoke.



Near California high schools with more Black students, Newports® were advertised more and were cheaper. This makes tobacco products more attractive and easier to get.



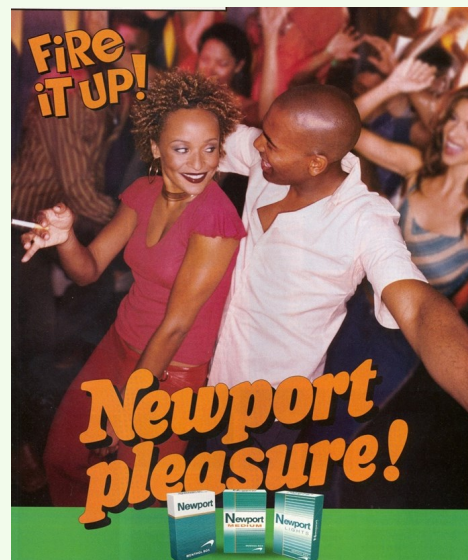
Tobacco ads influence Blacks to smoke menthols 3x more than whites.

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

— Quote said by R.J Reynolds Tobacco company Exec.

STOP PREYING ON AFRICAN AMERICANS.

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