MENTHOL

Menthol is a flavor additive with a minty taste and aroma that is widely used in tobacco products.

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.

51% of U.S. high school students who currently use e-cigarettes use menthol- or mint-flavored products.

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

WHAT CAN COMMUNITIES DO?

Localities can protect Montana's youths from being addicted to nicotine by prohibiting the sale of all flavored tobacco products, including menthol.

Learn more at tobaccofree.mt.gov