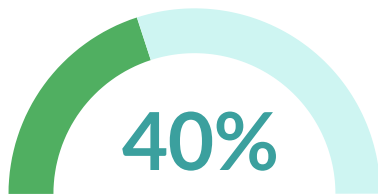


# MENTHOL

Menthol is a flavor additive used by the tobacco industry to create a minty taste and aroma.

## 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.

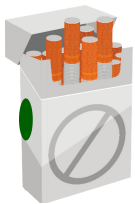


of U.S. middle and high school students who smoked cigarettes in 2023 smoked menthol cigarettes.



One in five Montana high school students who used e-cigarettes in 2023 reported using menthol flavored products most often.

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



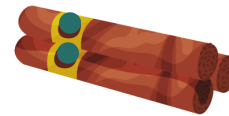
Cigarettes



Dissolvables



Chew



Cigars



E-cigarettes

## WHAT SHOULD MONTANANS KNOW?

Prohibiting the sale of flavored tobacco products, including menthol, is an effective way to reduce youth access to tobacco products.

### Sources:

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3. Centers for Disease Control and Prevention, Office on Smoking and Health. "Summary of Scientific Evidence: Flavored Tobacco Products, Including Menthol." [https://www.cdc.gov/tobacco/data\\_statistics/evidence/pdfs/Scientific-Evidence-Brief-Flavored-Tobacco-Products-Including-Menthol-508.pdf](https://www.cdc.gov/tobacco/data_statistics/evidence/pdfs/Scientific-Evidence-Brief-Flavored-Tobacco-Products-Including-Menthol-508.pdf). July 2024.
4. Montana Youth Risk Behavior Survey, 2023.



MONTANA TOBACCO USE PREVENTION PROGRAM