

# 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.

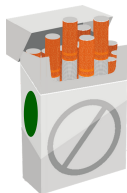


**54%** of U.S. youth ages 12-17 years who smoke use menthol cigarettes

**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.



Cigarettes



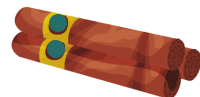
Hookah



Chew



E-cigarettes



Cigars

## 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.