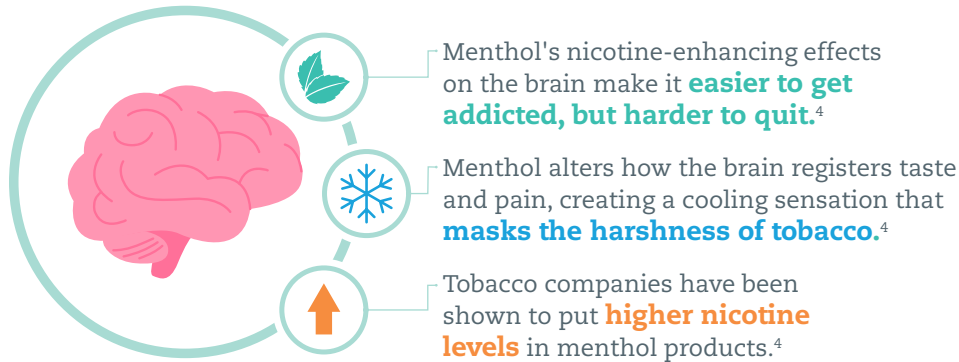


# THE TRUTH ABOUT MENTHOL

## A Dangerous Addiction



For free help quitting all types of tobacco, including menthol products  
Call the Nebraska Tobacco Quitline at  
**1-800-QUIT-NOW** (784-8669)  
**1-855- DÈJELO-YA** (335-3569)

Visit [QuitNow.ne.gov](https://www.QuitNow.ne.gov)  
Text **QUITNOW** to **333888**  
Text **DÈJELOYA** to **333888**

NEBRASKA  
TOBACCO  
QUITLINE

## Unequal Impacts

**3X**

Menthol products are disproportionately marketed to Black Americans, who smoke menthols at **three times** the rate of other Americans.<sup>5</sup>



**48%** of Hispanic adults who smoke use menthol cigarettes.<sup>3</sup>

## Local Impact



**35%** of Nebraska students who smoke say they used menthol cigarettes in the past 30 days.<sup>1</sup>



**Nearly a third** of Nebraska adults who smoked in 2020 usually used menthols.<sup>2</sup>

## Hidden Risks



Menthol is the **ONLY** flavor still legal in cigarettes.<sup>6</sup>



People who smoke menthols inhale more deeply and keep the smoke in their lungs longer, resulting in more exposure to the **7,000+ CHEMICALS** in tobacco smoke.<sup>5</sup>



Flavors, including menthol, make it **easier for young people to start** using tobacco and make **quitting harder** for adults.<sup>7</sup>



The amount of tar, nicotine, and other poisons is **30-70% HIGHER** in menthol cigarettes.<sup>5</sup>

Menthol can be found in all types of tobacco products.



Cigarette



Cigar/Pipe



E-cigarette



Smokeless

NEBRASKA DEPARTMENT OF HEALTH AND HUMAN SERVICES  
TOBACCO FREE NEBRASKA • [dhhs.ne.gov/TFN](https://www.dhhs.ne.gov/TFN)

May 2023

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