It's not just a flavor. It’s a manipulative way for Big Tobacco to target, attract and addict Black Americans. It’s not just an injustice – it’s killing us.

Help us fight this injustice at NotJustMenthol.org

The average age for a new smoker is 13 years old.

93% of Black smokers started by using menthol cigarettes.

Learn more at www.smokefreefingerlakes.com