BIG TOBACCO IS TARGETING OUR KIDS.

Over 70% of African-American youth smokers use menthol cigarettes—due to targeted, decades-long marketing by the tobacco industry. And youth who begin smoking with menthols are more likely to become long-term, addicted smokers.

NEW YORK CITY SHOULD:
Protect kids. End the sale of menthol cigarettes and all flavored tobacco.

FlavorsHookKidsNYC.org