

MENTHOL TOBACCO PRODUCTS

Menthol is included in almost all cigarettes sold in the United States.

While menthol is naturally found in peppermint plants, this chemical is also artificially made in labs. Menthol tobacco products can increase the appeal of smoking by reducing irritation in the airways and altering the brain's perception of taste and pain. In fact, **people who first start with menthol cigarettes are more likely to continue smoking.**

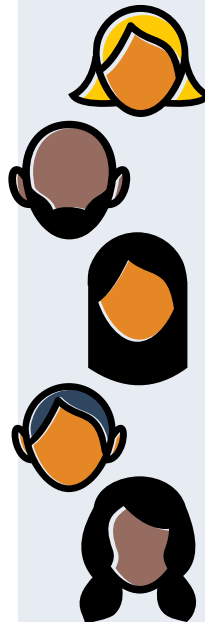
In Nevada, 14.2% of adults smoke cigarettes, and

19.3% of adult smokers use menthol cigarettes.



5.3% of adults use electronic cigarettes, and **12.2% of adults who use electronic cigarettes use menthol or mint flavors.**

Most youth who use tobacco choose flavored products, and **28.8% of youth who use flavored vapes choose menthol flavors.**



Many at-risk populations are targeted with tobacco marketing and sales for menthol products. Compared to the general population, **menthol tobacco products are used at elevated rates by:**

- African American adults
- Hispanic adults
- Women
- LGBTQ+ people
- People with lower income levels
- People with mental health conditions
- Youth



Menthol was excluded when most flavored tobacco products were banned. **In 2022, the FDA announced its plan to ban menthol** in cigarettes and cigars to reduce health disparities and millions of preventable deaths.

54.5% of adults in Nevada who smoke support banning flavors, including mint and menthol, in tobacco products.