Many people choose menthol cigarettes because they believe they are safer than non-menthol cigarettes. They are not. The tobacco industry has marketed menthol cigarettes as healthier and safer, but they are just as deadly. Many people choose menthol cigarettes because they believe they are safer than non-menthol cigarettes. They are not.

Tobacco companies add menthol to tobacco products to cool the throat and make them taste better. Tobacco use, including menthol-flavored products, is still the No. 1 preventable cause of death in Minnesota. Menthol cigarettes cause cancer, heart and lung diseases, and death. Tobacco use, including menthol-flavored products, is still the No. 1 preventable cause of death in Minnesota.

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Studies have shown that the tobacco industry has manipulated menthol levels to broaden youth appeal.
What can we do to stop the tobacco industry from harming our communities with menthol tobacco?

Minnesota communities have the authority to regulate the sale of menthol tobacco products, which will help protect youth from a lifetime of addiction. Minneapolis and Saint Paul already prohibit the sale of fruit and candy-flavored tobacco products in any store that allows children to enter. The same needs to be done for menthol.