

# FLAVOR FADES ADDICTION STAYS

**Tobacco-Free**  
FOR A HEALTHY NEW JERSEY



THE CENTER FOR  
BLACK HEALTH & EQUITY

## NO MENTHOL SUNDAY

No Menthol Sunday is **The Center for Black Health & Equity's** annual call to action highlighting the detrimental impact tobacco has on Black communities. Every third Sunday in May, we engage faith leaders to educate congregants about smoking, vaping, and the role of new menthol tobacco products and other flavors in initiating nicotine addiction.



## MYTHS VS FACTS

### MYTH

A menthol ban will increase the potential for unjustly criminalizing African Americans.

The FDA is trying to take away personal freedom

A menthol ban could create an illegal market

There are more pressing issues facing the Black community.

### FACT

A menthol ban would **prohibit people from manufacturing, distributing and selling menthols**, not possessing them.

FDA regulates food, drugs & products that pose a threat to public health & safety. **They do not regulate personal choices**

In places where a ban exists, data shows **no likelihood of the illicit trade** of menthol cigarettes

Tobacco related illness kills more African Americans than murders, suicides, HIV and are accidents combined.