

## Menthols



Tobacco companies market menthols specifically to young black men because they believe they are trend setters  
- (Dr. Valerie Yeager, UCSF. )

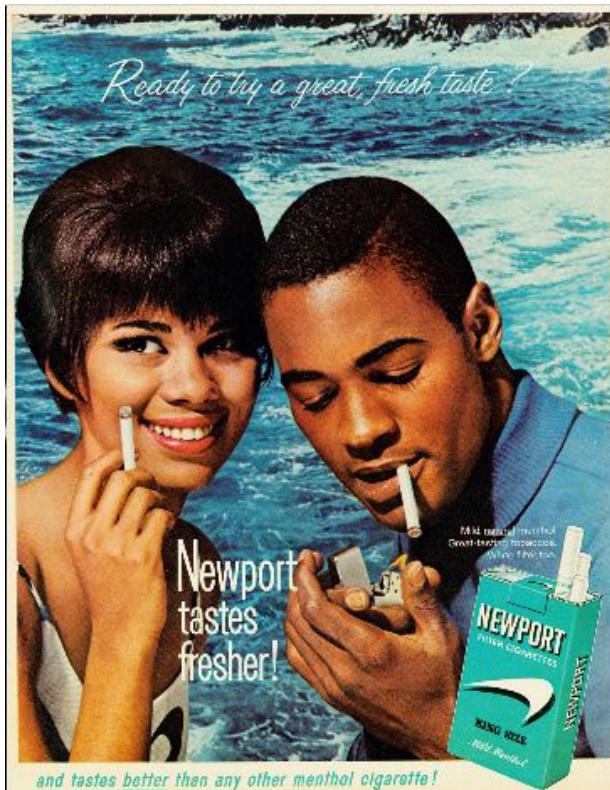


Menthol increases the addiction to cigarettes and the absorption of nicotine. Menthol cigarettes are up to 43 cents cheaper in South and West Berkeley, where there are a higher percentage of African American residents  
- (City of Berkeley resolution recommending banning menthols, March 20, 2011)

# Smoking Bites so Students at Berkeley City College Fight Back

Berkeley City College Students Fight Back

<http://www.smokingbites.org>



African American youth are targeted by menthol tobacco advertising. More than 75% of ads for menthols are in African American communities. More than 75% of menthol smokers are African American.

