



## PROFILING ISN'T COOL.

Big tobacco has profiled the African American community, women, LGBTQ and youth with menthol tobacco marketing since the early 1960's.

## POVERTY IS THE #1 INDICATOR OF TOBACCO USE

Studies show that while the rich quit smoking the poor did not.

# 44%

OF MINNESOTA HIGH SCHOOL SMOKERS

*use Menthol.*

# 28%

OF DULUTH 11TH GRADERS HAVE USED TOBACCO

*in the last 30 days.*

## IN DULUTH

3 OUT OF 4

*Are concerned about youth smoking*

2 OUT OF 3

*Support regulations to limit the sale and marketing of menthol and flavored tobacco.*



## IT'S TIME TO DO SOMETHING ABOUT IT!

### TELL YOUR CITY COUNCILORS

Move menthol & other flavored tobacco products to adult only tobacco stores.



American Lung Association in Minnesota  
218.726.4858 | [northlandMN@lung.org](mailto:northlandMN@lung.org)

FIND US ON FACEBOOK AT LETHAL LURE MN

# Tobacco is still the #1 killer

*Together We Can Change That*

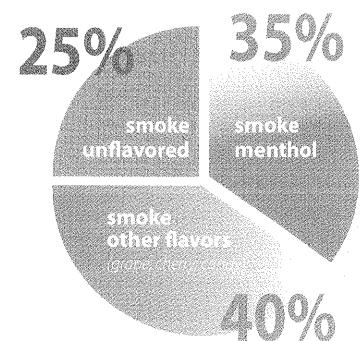


TEENS WHO TRY  
FLAVORED  
TOBACCO  
ARE 3X MORE  
LIKELY TO SMOKE.

**3x**

**75%**

OF YOUNG USERS CHOOSE  
FLAVORED TOBACCO



**DULUTH is leading the way to move menthol and flavored tobacco to adult only tobacco stores**

This will greatly reduce the exposure of youth from the influence of big tobacco marketing techniques designed to recruit the next generation of tobacco addicts.



PROTECTING OUR YOUTH FROM  
A LIFETIME OF TOBACCO ADDICTION