

A TIP FROM A
**FORMER
SMOKER**[®]

Tobacco companies want you to think smoking menthols is cool. Having a stroke from smoking isn't cool.

Ethan B., age 59, California

Ethan smoked and had multiple strokes which affected his memory. But he still remembers the menthol cigarette ads from his youth. Even today, tobacco companies aggressively target Black communities with menthol cigarette marketing – in stores, magazines, and social media, as well as online and at events.

**You can quit.
For free help, call 1-800-QUIT-NOW**



Scan for free resources
to help you quit smoking

