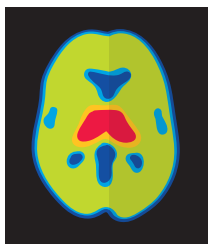


**FIGURE 15**

## **How Flavored Tobacco Products Contribute to Disparities**



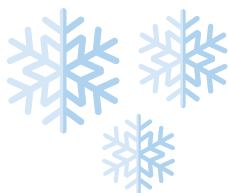
**Masks Harsh Taste**



**Menthol Increases  
Nicotine Receptors**



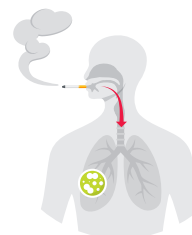
**Youth More Likely to Try**



**Cooling Effect of Menthol  
Hides Smoke Irritation**



**Predatory Marketing**



**Tobacco Smoke Causes  
17 Types of Cancer Beyond Lung**

The tobacco industry has used flavored products and predatory marketing practices, such as providing free samples of menthol cigarettes, to addict racial and ethnic minority communities to nicotine for decades. These aggressive campaigns were intentional business strategies to preserve market share as overall smoking rates dropped across the United States.