



NO MENTHOL.

Starting June 1, 2020, menthol cigarettes and all other flavored tobacco products like flavored cigars, flavored chewing tobacco, and flavored vapes will no longer be sold in stores like gas stations and corner stores in Massachusetts. This includes brands with mint and menthol flavored products like Newports, Kools, and menthol Pall Malls.

KNOW WHY.

The tobacco and vaping industries have a long history of unfairly targeting specific groups of people with their deadly products, including the black community, the LGBTQ community, and the Latinx community.

Today, tobacco companies continue to target these communities in new ways, from ads placed in black neighborhoods to the price of menthols in corner stores. It's no coincidence that so many people of color smoke menthols; it is by design.

In response, Massachusetts is updating its tobacco laws – because everyone should have a fair chance to thrive and be healthy.

WHAT YOU CAN DO:

Quitting tobacco is one of the best things you can do for your health, especially during the COVID-19 pandemic. Call **1-800-QUIT-NOW (1-800-784-8669)** for free coaching and support 24 hours a day, seven days a week.

You can also enroll online and access quit support at [KeepTryingMA.org](https://www.KeepTryingMA.org).

Visit our website [NoMentholKnowWhy.org](https://www.NoMentholKnowWhy.org) to find out more about the new law including how it will help advance health equity and racial justice, and to **share your own story** about menthol.

VISIT [NOMENTHOLKNOWWHY.ORG](https://www.NoMentholKnowWhy.org)