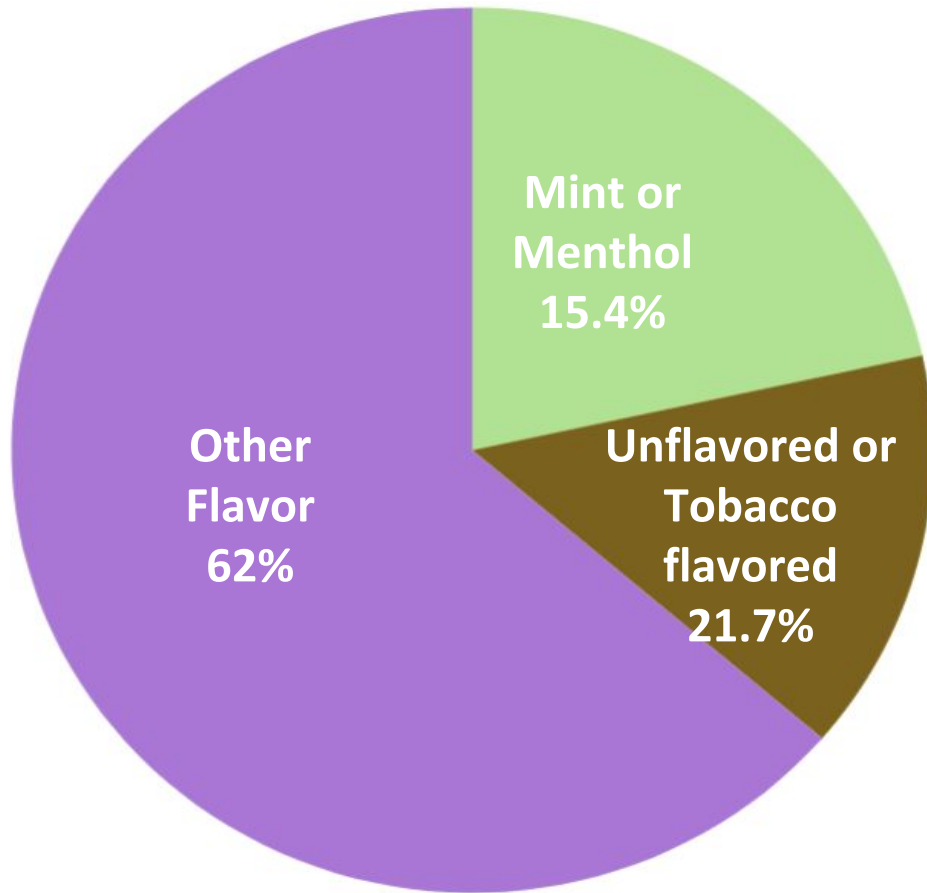


What IS it?



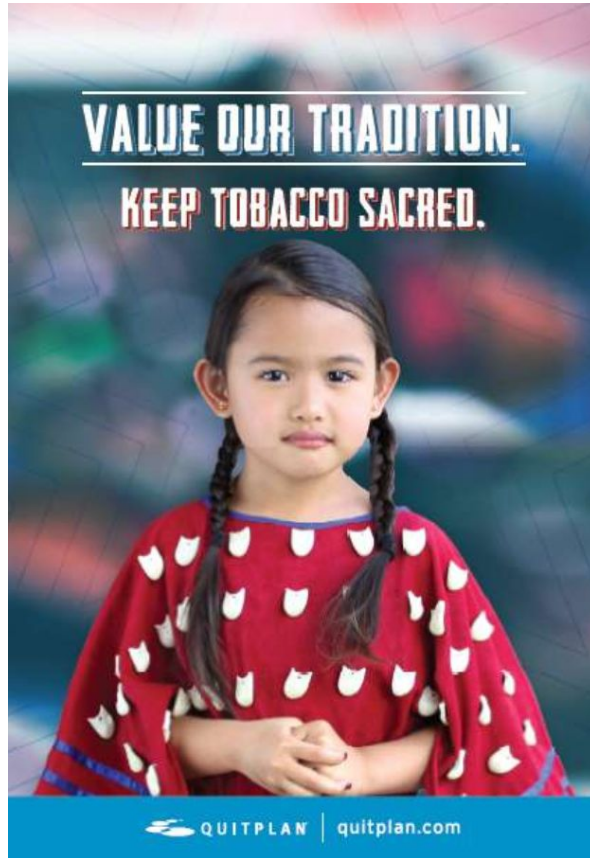
77+% of students report that the **first tobacco product they ever tried** was mint, menthol or flavored.

Nicotine & the Young Brain





Menthol Tobacco Products



- **Disproportionately harm Black, LGTBQ+, Indigenous Communities**

SLEEP
NutriCigs
SLEEP BETTER

SLIM
NutriCigs
EAT LESS

ENERGY
NutriCigs
PURE ENERGY

NutriCigs
FORTIFIED ELECTRONIC CIGARETTES



Health Claims vs. Reality of Impact on Mental Health



**\$3
BILLION**

EQUALS
(every year)



Together we can make a difference.



To get there, we must advocate for laws, rules and policies that improve lung health, reduce tobacco use and clean up pollution in the air we breathe.