



# Blacks & Tobacco Fact-Sheet

- Each year, 47,000 Blacks die from tobacco-related illnesses.
- Half of all deaths in African Americans are from diseases caused by smoking.
- African Americans are more likely to suffer from chronic and preventable diseases associated with smoking.
- In general, African Americans smoke fewer cigarettes per day, and tend to begin smoking later in life than whites—but their smoking related disease mortality is still higher.
- More African Americans die from lung cancer than any other race in the United States.
- African American smokers are more likely to die from smoking-related cancer as compared to whites.

## **Mentholated Cigarettes**

- Approximately three out of four African American smokers chose mentholated cigarettes.
- 90% of African American youth "prefer" mentholated cigarettes.
- Mentholated cigarettes are the tobacco industry's most profitable cigarette. They produce higher sales than non-mentholated cigarettes and are strategically placed in Black communities.
- KOOL, NEWPORT, and CAMEL are the leading mentholated cigarettes currently in the market.
- There is evidence that mentholated cigarettes may promote the penetration and spreading of particles (cotinine) resulting in a higher rate of lung cancer among menthol smokers as compared to smokers of non-mentholated brands.
- Menthol smokers may be more likely to inhale deeper with each drag on their cigarette and potentially take in more nicotine than do smokers of non-menthol cigarettes.

