



# CDC 2023 Missouri Menthol Tobacco Fact Sheet



## Menthol cigarettes pose a significant risk to public health.

Tobacco companies add menthol to make tobacco products seem less harsh and more appealing to young people. Menthol also enhances the effects of nicotine and can make tobacco products even more addictive and makes it more likely that young people will try and continue smoking and less likely that people will quit smoking. The tobacco industry aggressively markets menthol cigarettes to certain population groups. These efforts contribute to targeted groups being more likely to smoke menthol cigarettes.

**14%**

More Missouri adults smoke than the national average of 11%.

More non-Hispanic Black adults smoke in Missouri than the state average of 14%.

**16%**

Adults who currently smoke and are seriously considering quitting within the next 6 months. **41%**



Missouri adults who smoke usually use menthol cigarettes. **47%**



**97%** Non-Hispanic Black adults who smoke in Missouri usually use menthol cigarettes.



### WHAT IF

If menthol cigarettes were no longer available, an estimated **15,400** additional Missouri adults who smoke would quit.

### GETTING MENTHOL OUT OF TOBACCO WILL SAVE LIVES

If menthol cigarettes were no longer available, an estimated **5,400** additional non-Hispanic Black adults who smoke in Missouri would quit.

### ROOM TO IMPROVE

As of July 2023, **zero** localities in Missouri prohibit the sale of menthol cigarettes and other flavored tobacco products.

[CDC.gov/state-menthol-fact-sheet](https://www.cdc.gov/state-menthol-fact-sheet)

**Cigarette smoking cost Missouri \$2.4 billion in lost productivity from smoking-related illnesses and health conditions.**