



BREATHE
SOUTHERN CALIFORNIA

[BreatheSoCal.org](https://www.BreatheSoCal.org)

5858 Wilshire Blvd., Suite 300
Los Angeles, CA 90036
P: (323) 935-8050 | F: (323) 935-1873

MEDIA RELEASE

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For more information, contact: **Raj Dhillon**
RDhillon@breathesocal.org – (323) 935-8050 x233

Breathe Southern California Statement on the FDA Moving to Ban Menthol Cigarettes and Flavored Cigars

LOS ANGELES, CALIF., April 30, 2021 – Breathe Southern California strongly supports the Biden administration instructing the Food and Drug Administration (FDA) to end the sale of menthol cigarettes and flavored cigars. The FDA has a responsibility to protect our most vulnerable communities from dangerous and addictive tobacco products. For decades, Big Tobacco has targeted communities of color and has put these communities at greater risk of addiction and poor health outcomes. Additionally, tobacco companies have utilized flavors like menthol for far too long to hook our kids onto toxic tobacco products.

While we applaud the FDA for instituting this bold policy, the work of protecting the lung health of Californian residents continues. After California enacted a bipartisan law last year that protects our youth and removes flavored tobacco products off our shelves, Big Tobacco has spent millions of dollars in an attempt to overturn the law. It is critical to protect our vulnerable communities and uphold the law with a “YES” vote when the referendum is in front of us on the California ballot in November 2022.

In addition to strong state laws and federal regulation, we must continue with harm reduction policies, strong education regarding tobacco, and working with community leaders and partners to ensure that the lung health and collective public health of all Californians is protected.

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