**IMMEDIATE CALL TO ACTION**

**Against Banning Menthol**

The Food and Drug Administration (FDA) has submitted the rules that would ban menthol cigarettes and flavored cigars to the Office of Management and Budget (OMB) for final review. This is step 8 of the 9-step rule making process. During the review process, OMB evaluates whether to 'clear' the rule for final publication or 'send back to the FDA for further review.'

1. ***Contact the Biden Administration:***
   1. Call the White House (202-456-1414)
   2. Text the White House (302-404-0880)
   3. Email the White House (<https://www.whitehouse.gov/contact/>)

**Suggested Content:**

*Hi, my name is [insert your name]. I work for [insert your company name] in [insert your company City, State]. I am asking the White House/Office of Management and Budget NOT to finalize the rule banning menthol cigarettes because its’ benefits DO NOT outweigh all of the costs associated. If the ban on menthol proceeds, it will put public health at risk and create an illegal, unregulated, untaxed market for these products.* *Also, a nationwide ban of menthol cigarettes is estimated to result in $1.9 billion in lost tax revenue within the first year.*

***Please help ensure a responsible, legal, age restricted marketplace of regulated products*** *by sending the rule back to the FDA.*

*Thank you for your time.*

1. ***Contact your Representative or Senator:***
   1. Find your Representative: <https://www.house.gov/>
   2. Find your Senators: <https://www.senate.gov/senators/senators-contact.htm>
   3. To *email* your Representative/Senators visit their website and click their contact link. Cut and paste the below script into the contact box, submit along with your name and contact information.
   4. To *call* your Representative/Senator, use the DC Office phone number listed on their website.

**Suggested Content:**

*Hi, my name is [insert your name]. I work for [insert your company name] in [insert your company City, State]. I am asking you to contact the Biden Administration requesting the Office of Management and Budget NOT to finalize the rule banning menthol cigarettes because its’ benefits DO NOT outweigh all of the costs associated. If the ban on menthol proceeds, it will put public health at risk and create an illegal, unregulated, untaxed market for these products. Also, a nationwide ban of menthol cigarettes is estimated to result in $1.9 billion in lost tax revenue within the first year.*

***Please help ensure a responsible, legal, age restricted marketplace of regulated products*** *by sending the rule back to the FDA.*

*Thank you for your time.*