MINTHOL
GET THE FACTS

Menthol makes smoking easier to start and harder to quit.

Evidence from tobacco industry documents shows that the industry studied smokers’ menthol preferences and manipulated menthol levels to appeal to adolescents and young adults.

African Americans smoke 3 TIMES MORE menthol than whites so target marketing makes quitting harder.

Studies show that amounts of tar, nicotine and other poisons are 30-70% higher in inhaled menthol cigarettes than in non-mentholated cigarettes.

The Surgeon General has stated that people who smoke menthols inhale more deeply and keep the smoke in their lungs longer, which gives them greater exposure to the 4,000 chemicals and poisons in cigarettes.

A menthol ban could save 340,000 lives, over 100,000 black lives by 2050.

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Menthol Marketing to the LGBTQ Community

LGBTQ youth and adults smoke at higher rates than the general population due to industry targeting, social norms centered around bar culture, and minority stress, including lack of family acceptance.

Menthol use in the LGBTQ community

- **All adult smokers**: 36% LGBT, 29% Straight
- **Hispanic smokers**: 57% LGBT, 36% Straight
- **Youth smokers**: 71% LGBT

**Did you know**... In the 90s, a tobacco company created a marketing plan targeting gay people in San Francisco. They called it **Project SCUM**.

**Marketing**

For decades, the tobacco industry has targeted African Americans, women, youth, and the LGBTQ community with menthol marketing through advertisements and music events. More recently, tobacco companies have targeted menthol marketing to traditionally safe spaces for the LGBTQ community, like bars and Pride festivals, through event sponsorship and coupons to buy packs for $1.

**Sources**

1. Wisconsin Department of Health Services