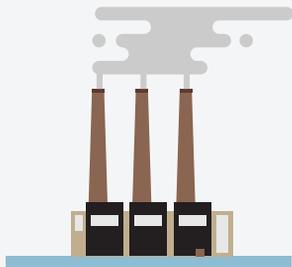


# MENTHOL



## 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.



@CityofMilwaukeeTobaccoFreeAlliance  
@WAATPN

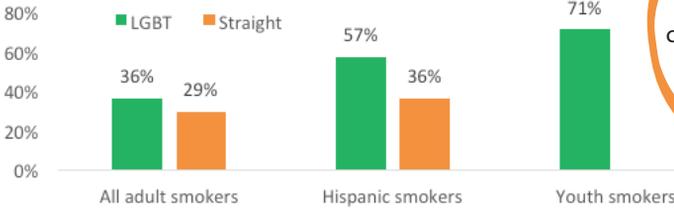


@MKETobaccoFree  
@WAATPN

# 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

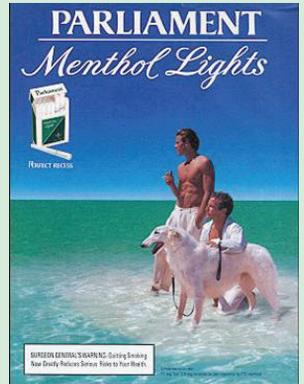
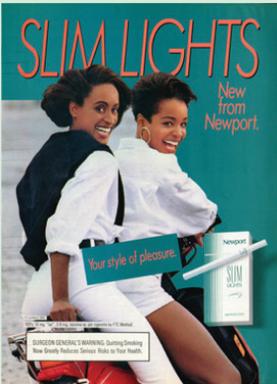


## Did you know...

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

## Marketing

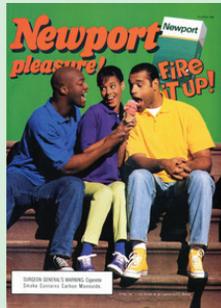
For decades, the tobacco industry has targeted African Americans, women, youth, and the LGBTQ community with menthol marketing through advertisements and music events. More recently, tobacco companies have targeted menthol marketing to traditionally safe spaces for the LGBTQ community, like bars and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



Ad from Out Magazine (2001) promoting the "House of Menthol." "Houses" have long been a form of LGBTQ social support and entertainment to fill a void when families of origin are unsupportive.

Ad from Out Magazine, 1994

"Kool is to develop programs which ingratiate themselves with the Black community. These programs are to show the makers of Kool as a community citizen, be back-fire proof and pave the way for supporting the brand"  
-Brown & Williamson, 1976



"We don't smoke that sh\*t. We just sell it. We reserve the right to smoke for the young, the poor, the black, and stupid."  
- RJ Reynolds, 1971

## Sources

1. Wisconsin Department of Health Services
2. National Youth Advocacy Coalition (2010). Coming Out About Smoking: A Report from the National LGBTQ Young Adult Tobacco Project.
3. Fallin A et al (2015). Menthol cigarette smoking among Lesbian, Gay, Bisexual, and Transgender Adults. Am J Prev Med. 48(1).
4. Washington H (2002). Burning love: Big tobacco takes aim at LGBT youths. Am J Public Health. 92(7).
5. Phillips G et al (2011). House/ball culture and adolescent African-American transgender persons and men who have sex with men: a synthesis of the literature. AIDS Care. 23(4).
6. "Newport 'Pleasure Lounge' Aims to Ignite Cigarette Sales." Wall Street Journal. Sept 13, 2016.