



THERE'S NOTHING **JUST** ABOUT MENTHOL.

For decades, Big Tobacco has appeared as an ally of the LGBTQIA+ community. But their presence at our events and in our culture is not about support, it's about aggressively marketing menthol tobacco products.

Menthol-flavored tobacco products are easier to start and harder to quit. In other words, it's a manipulative way for tobacco companies to target, attract and addict us.

And there's nothing just about it.

- A tobacco company created a marketing plan targeting gay people. They called it **project SCUM**.
- LGBT* smokers are **more likely to use menthol cigarettes** than non-LGBT smokers.
- LGBT young adults are nearly **2x as likely to use tobacco** as their non-LGBT peers.

*Acronyms used correspond with specific terms in cited studies. In NYS we prefer the use of LGBTQIA+ to acknowledge and respect the diversity of bodies, genders, and relationships.

Help fight this injustice at
NotJustMenthol.org

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