

**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.**

**HELP US FIGHT THIS INJUSTICE AT NOT**JUST**MENTHOL.ORG**



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THE LGBT\* COMMUNITY  
**SMOKES AT HIGHER RATES**  
THAN NON-LGBT PEOPLE  
DUE TO INDUSTRY TARGETING.\*\*



\*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.

\*\*Consistent with previous evidence showing that the tobacco industry has selectively marketed tobacco products to LBGT individuals.