



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.

THE LGBT* COMMUNITY
**SMOKES AT
HIGHER RATES**

THAN NON-LGBT PEOPLE DUE TO
INDUSTRY TARGETING.**

HELP US FIGHT THIS INJUSTICE AT
NOTJUST**MENTHOL.ORG**



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*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.