



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 CALLED
PROJECT SCUM
TARGETING GAY PEOPLE

Help us fight this injustice at
NotJust**Menthol.org**



@TobaccoFreeNYS



facebook.com/TobaccoFreeNYS

