



# 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.**

**LGBT\* YOUNG ADULTS ARE NEARLY**

**2X AS LIKELY  
TO USE TOBACCO**

**AS THEIR NON-LGBT PEERS.**

**Help us fight this injustice at [NotJustMenthol.org](https://NotJustMenthol.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.