

BEAUTIFUL LIE UGLY TRUTH

ABOUT MENTHOL TOBACCO

ABOUT MENTHOL

Easier to start, harder to quit.

Tobacco companies add menthol to tobacco products to cool the throat and make them taste better.

The tobacco industry has marketed menthol cigarettes as healthier and safer, but they are just as deadly.

Many people choose menthol cigarettes because they believe they are safer than non-menthol cigarettes. They are not.



MENTHOL USE IN MINNESOTA

African
Americans:

88%

of African American adults who smoke use menthol, compared to 25% of adult smokers overall.

High School
Students:

Use of menthol cigarettes among Minnesota high school smokers more than doubled since 2000.

44%

of Minnesota high school students who smoke use menthol.

LGBTQ
Youth &
Adults:

70%

of LGBTQ youth smokers smoke menthols.

36%

of adult LGBTQ smokers smoke menthol cigarettes.

HARMFUL EFFECTS OF MENTHOL

Menthol cigarettes cause cancer, heart and lung diseases, and death. Tobacco use, including menthol-flavored products, is still the No. 1 preventable cause of death in Minnesota.

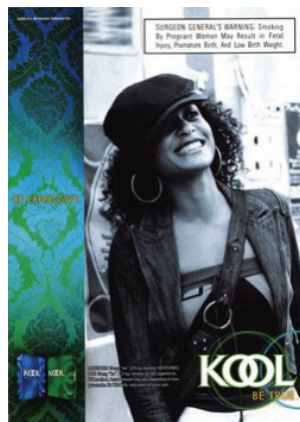
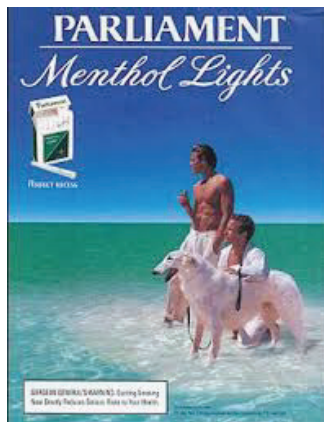
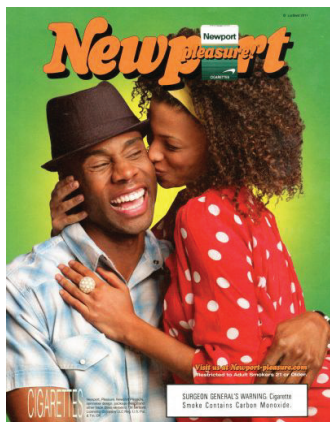
Studies have shown that the tobacco industry has manipulated menthol levels to broaden youth appeal.

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INDUSTRY MANIPULATION:

The tobacco industry has a long history of targeting the African American community, women, LGBTQ, and youth with menthol tobacco marketing.



Tobacco companies began heavily targeting African Americans with menthol cigarettes in the 1960s.

Brands such as Salem and Newport would give out free packs of menthol cigarettes from vans.

Tobacco industry documents show these vans targeted young, lower-income, black smokers at “retail outlets, currency exchanges/check cashing stations, public aid offices, large housing complexes, shopping malls, rapid transit locations, busy street corners, and nightclubs/bars.”

— RJ Reynolds, 1989



“We don’t smoke that s*. We just sell it. We reserve the right to smoke for the young, the poor, the black and stupid.”**

— RJ Reynolds Executive, 1971

“...the base of our business is the high school student.”

— Lorillard (Makers of Newport), 1978

TAKE ACTION

Join us at:
BeautifulLieUglyTruth.org

What can we do to stop the tobacco industry from harming our communities with menthol tobacco?

Minnesota communities have the authority to regulate the sale of menthol tobacco products, which will help protect youth from a lifetime of addiction. Minneapolis and Saint Paul already prohibit the sale of fruit and candy-flavored tobacco products in any store that allows children to enter. The same needs to be done for menthol.



References available at:
BeautifulLieUglyTruth.org
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