



Name
Organization

Agenda

- What is menthol?
- What are the harms of menthol?
- Who is using menthol?
- What is the history of menthol?
- How has the tobacco industry marketed menthol?
- What has been done to regulate menthol?





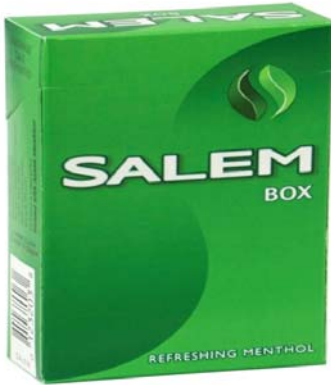
WHAT IS MENTHOL?

Menthol...

- Is a chemical compound extracted from the peppermint or corn mint plant or created synthetically.
- Has anesthetic or numbing qualities.
- Is used to relieve throat irritation and produces a cooling feeling.

Menthol is used as an additive in nearly all cigarettes to make them more palatable, but only some are promoted as menthol-flavored cigarettes.





BEAUTIFUL LIE
UGLY TRUTH
ABOUT MENTHOL TOBACCO



BEAUTIFUL LIE
UGLY TRUTH
ABOUT MENTHOL TOBACCO

BEAUTIFUL LIE
UGLY TRUTH
ABOUT MENTHOL TOBACCO

**WHAT ARE THE
HARMS OF
MENTHOL?**

MENTHOL'S IMPACT
BY THE NUMBERS



ACCORDING TO THE CENTERS FOR DISEASE CONTROL AND PREVENTION, smoking-related illnesses kill more Black Americans than AIDS, car crashes, murders and drug and alcohol abuse combined.¹

THE AFRICAN AMERICAN TOBACCO CENTRAL LEADERSHIP COUNCIL

BEAUTIFUL LIE
UGLY TRUTH
ABOUT MENTHOL TOBACCO

Menthol = Easier to Start

“Menthol helps the poison
go down easier.”

-Phillip Gardiner, Dr. PH

BEAUTIFUL LIE
UGLY TRUTH
ABOUT MENTHOL TOBACCO

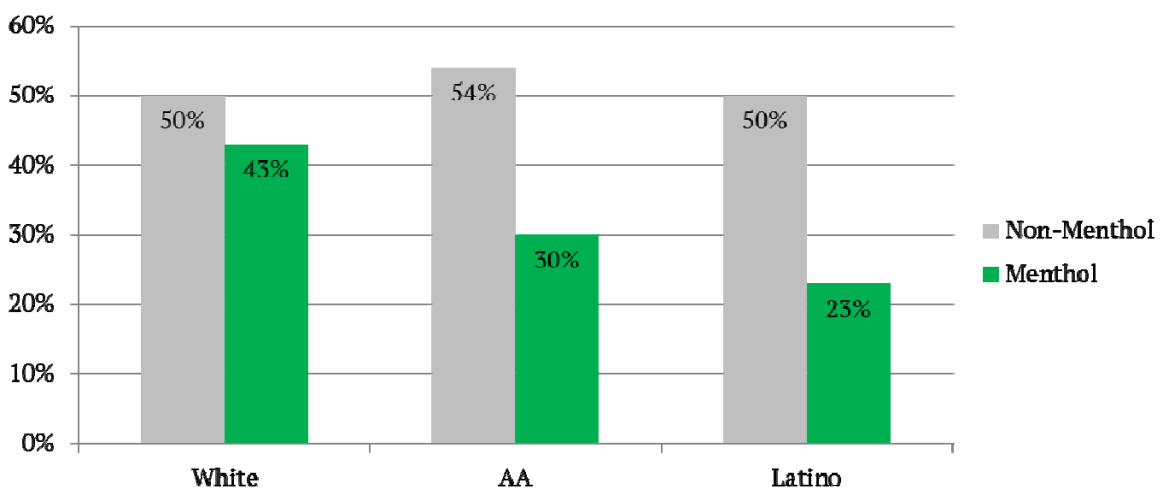
Menthol = Harder to Quit

- Menthol increases nicotine absorption, leading to greater dependence.
- Among high school smokers, those who smoke menthols are more likely to smoke within one hour of waking and more likely to report cravings compared to high school smokers of non-menthols.

Wackowski & Delnevo, 2007. Menthol cigarettes and indicators of tobacco dependence among adolescents. *Addictive Behaviors*, 32(9), 1964-1969.

BEAUTIFUL LIE
UGLY TRUTH
ABOUT MENTHOL TOBACCO

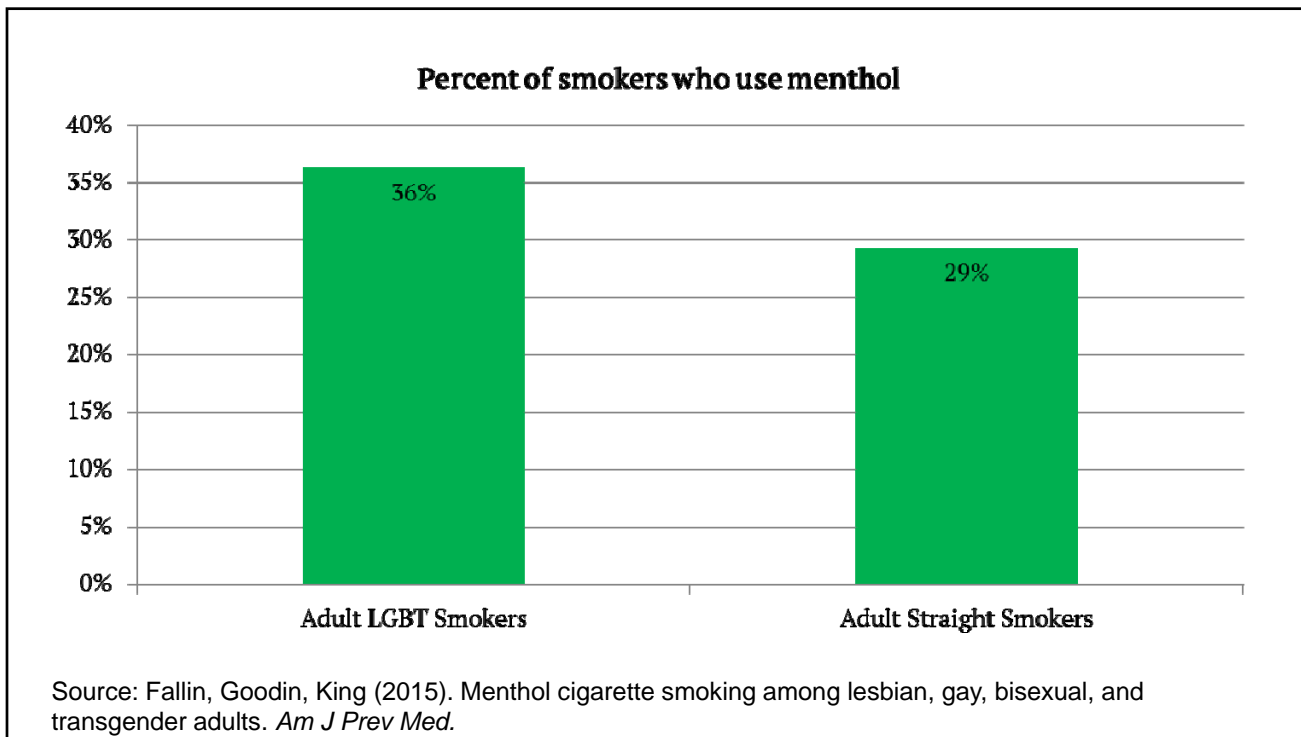
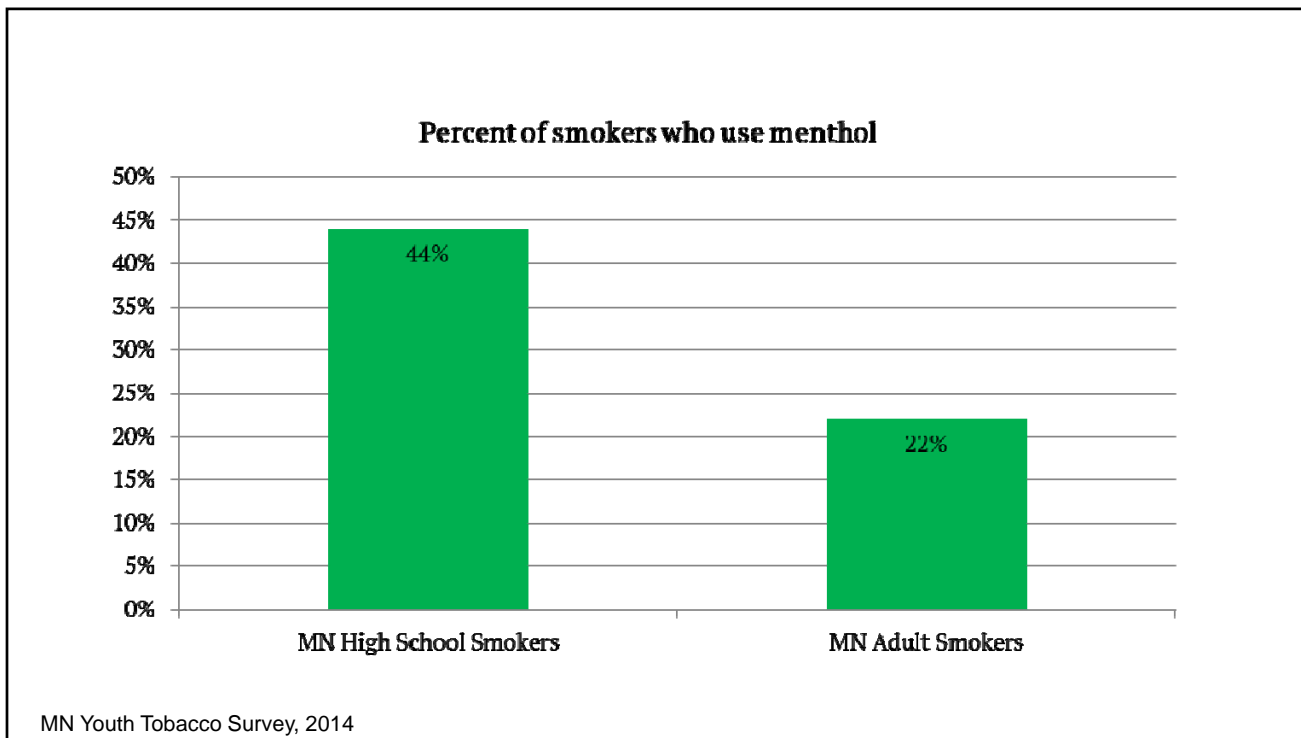
Percent of Smokers Who Quit



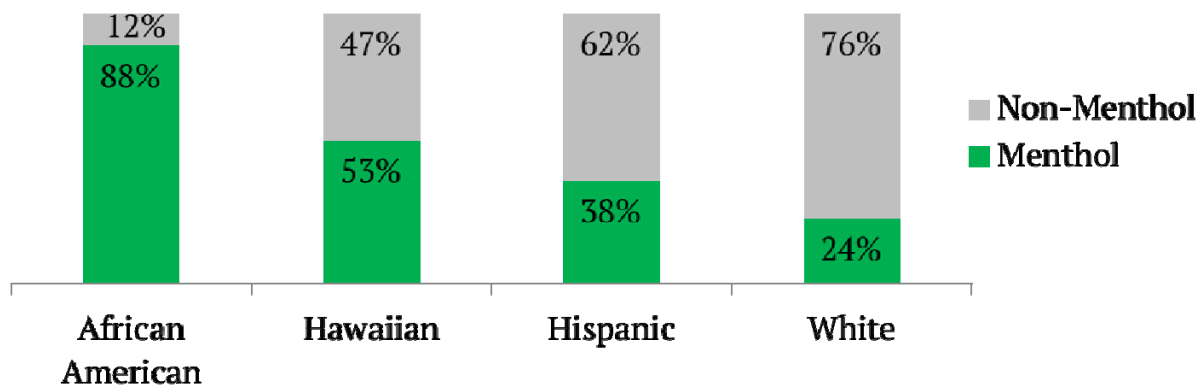
Gandhi et al, (2009). Lower quit rates among African American and Latino menthol cigarette smokers at a tobacco treatment clinic. *Int J Clin Pract.*

BEAUTIFUL LIE
UGLY TRUTH
ABOUT MENTHOL TOBACCO

**WHO IS USING
MENTHOL?**

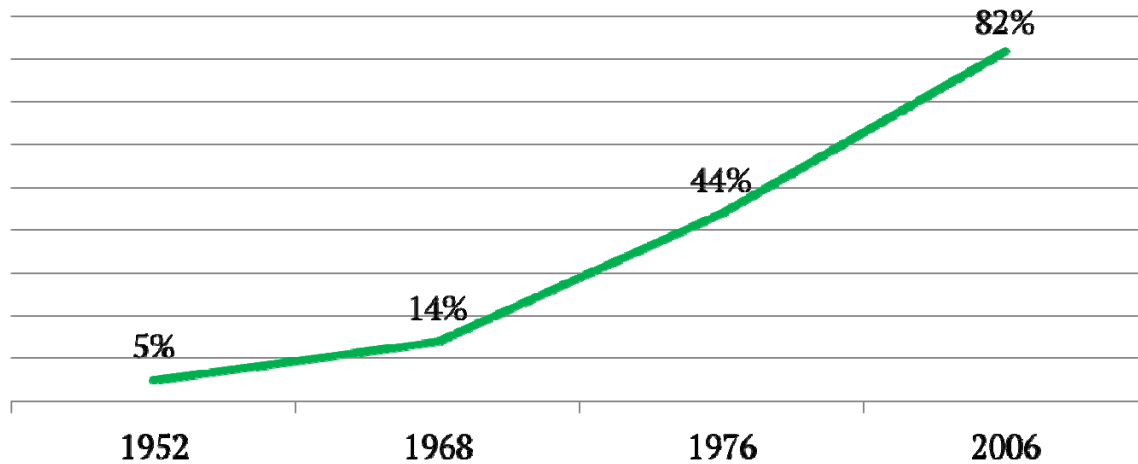


African Americans Use Menthol More Than Other Racial/Ethnic Groups



Smoking Incidence from NHIS 2009; menthol preference from NSDUH 2009; Giovino GA, Villanti AC, Mowery PD, et al. Differential trends in cigarette smoking in the USA: Is menthol slowing

African Americans Adult Smokers Who Use Menthol



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UGLY TRUTH
ABOUT MENTHOL TOBACCO

WHAT IS THE HISTORY OF MENTHOL?

1920s: Invention of Menthol Cigarettes

- Lloyd “Spud” Hughes, an Ohio smoker
- Spud brand cigarettes, first menthol cigarettes
 - Many others would follow
 - By 1932, Spuds were the 5th best-selling cigarette in the country



TPSAC Report

BEAUTIFUL LIE
UGLY TRUTH
ABOUT MENTHOL TOBACCO

1933-1955: Kool Dominates

- Brown & Williamson
- Originally introduced for use to calm throats irritated by smoking regular cigarettes or winter weather
- Seen as a specialty product, not for regular use
 - “For occasional use-Kool for a change”
 - “In between the others, rest your throat with Kools”

TPSAC Report

BEAUTIFUL LIE
UGLY TRUTH
ABOUT MENTHOL TOBACCO

KOOL ad, 1937

Source: Stanford School of
Medicine

...TELL HIM
TO SWITCH
TO KOOLS
and he'll be all right

DOCTORS ... lawyers ... merchants ...
chiefs in every walk of life agree that
KOOLS are soothing to your throat. Is this
soothing process a secret? Not a bit of
it! KOOLS are a blend of the choicest
Turkish and Domestic tobaccos ... with
a touch of mild menthol added for re-
freshing, cooling flavor. And each pack
brings you a valuable coupon, good in
the U.S.A. for a wide choice of beautiful,
practical premiums. Switch to KOOLS and
use those coupons! Brown & Williamson
Tobacco Corp., Box 599, Louisville, Ky.

TAMM (The) Tobacco Company (Inc.) (a subsidiary of Brown & Williamson Tobacco Corp.)
Litho. (U.S.A.)
© 1937 Brown & Williamson Tobacco Corp. Louisville, Ky.

RALEIGH CIGARETTES... NOW AT POPULAR PRICES... ALSO CARRY B & W COUPONS

SAVE B & W COUPONS FOR HANDSOME NEW PREMIUMS

15¢
The Value

KOOL
MILD MENTHOL
Cigarettes
CORN TIPPED

STANDARD RADIO: A radio with a 30" cabinet, 500 watt, 200 tube, 4-500 tubes, 1000 watt, 1500 watt, 2000 watt, 2500 watt, 3000 watt, 3500 watt, 4000 watt, 4500 watt, 5000 watt, 5500 watt, 6000 watt, 6500 watt, 7000 watt, 7500 watt, 8000 watt, 8500 watt, 9000 watt, 9500 watt, 10,000 watt. Price as with manufacturer's suggested retail price. © 1937.

BEAUTIFUL LAMP: A lamp with a 12" shade, 100 watt, 100 tube, 1000 watt, 1500 watt, 2000 watt, 2500 watt, 3000 watt, 3500 watt, 4000 watt, 4500 watt, 5000 watt, 5500 watt, 6000 watt, 6500 watt, 7000 watt, 7500 watt, 8000 watt, 8500 watt, 9000 watt, 9500 watt, 10,000 watt. Price as with manufacturer's suggested retail price. © 1937.

RESTERING: RESTERING: A restering machine with a 12" shade, 100 watt, 100 tube, 1000 watt, 1500 watt, 2000 watt, 2500 watt, 3000 watt, 3500 watt, 4000 watt, 4500 watt, 5000 watt, 5500 watt, 6000 watt, 6500 watt, 7000 watt, 7500 watt, 8000 watt, 8500 watt, 9000 watt, 9500 watt, 10,000 watt. Price as with manufacturer's suggested retail price. © 1937.

FREE: A pack of 100 cigarettes. Price as with manufacturer's suggested retail price. © 1937.

1956-1962: Rise of Salem

- R.J. Reynolds
- Introduced in 1956, first menthol with a filter
- Marketed as a light and refreshing smoke with slogan like “*refreshing as all outdoors*”
- By 1960, annual sales were \$35 billion, 7.5% of cigarette market
- Newport introduced

BEAUTIFUL LIE
UGLY TRUTH
ABOUT MENTHOL TOBACCO

Salem ad, 1956

Source: Stanford School of Medicine

A new idea in smoking...

Salem refreshes your taste



- menthol fresh
- rich tobacco taste
- most modern filter

Salem is a new idea in smoking...you smoke refreshed. Salem refreshes your taste the way a bright, clear spring day refreshes you! You get Springtime freshness in every puff! The freshest taste in cigarettes flows through Salem's pure white filter...rich tobacco taste with a new, surprise softness and menthol fresh comfort. Smoke Salem...you'll love 'em!

Smoke Salem...smoke refreshed

1963-1974: Kool Comeback

- Kool markets heavily to African Americans and younger people
 - Kool becomes market leader in menthol
- Newport growth begins
- Menthol brands grow from 9 to 23

BEAUTIFUL LIE
UGLY TRUTH
ABOUT MENTHOL TOBACCO

In 1969 alone, Lorillard increased its "Negro market budget" by 87% over 1968 due to increased efforts marketing its menthol cigarette, Newport, to the African American market.



Source: Stanford School of Medicine

1970

1976-1988: Newport Takes Hold

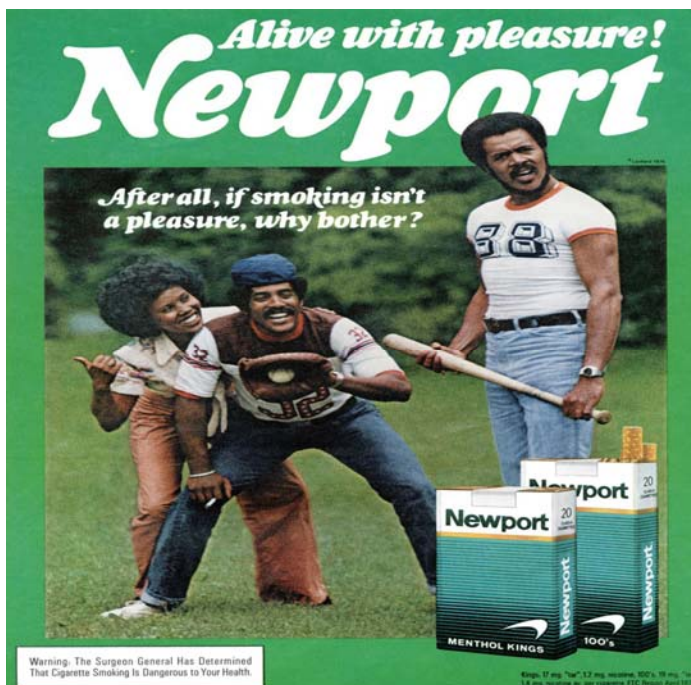
- Menthol accounted for 28% of cigarette market share
- Newport is leading menthol brand
 - “Alive with pleasure”
- Marlboro menthol was second most popular
 - “...menthol smokers are likely to be female, black, younger, and city dwellers.”

TPSAC Report

BEAUTIFUL LIE
UGLY TRUTH
ABOUT MENTHOL TOBACCO

Newport ad, 1976

Source: Stanford School of Medicine





HOW HAS THE
TOBACCO
INDUSTRY
MARKETED
MENTHOL?

Menthol: Tobacco Industry Targeting

- There is sufficient research to **confirm** that tobacco companies targeted youth, women, and African Americans with menthol marketing
- Research also **suggests** that tobacco companies targeted Latinos, Asians, and Hawaiian/Pacific Islanders

TPSAC Report



“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

R.J. Reynolds executive’s reply when asked why he didn’t smoke according to Dave Goerlitz, lead Winston model for seven years for R.J. Reynolds.] Giovanni, J, “Come to Cancer Country; USA; Focus,” The Times of London, August 2, 1992.

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

Lorillard (Makers of Newport), 1978

Menthol & Women

- Women were the first group targeted for menthol.
- The tobacco industry used messages about cleanliness and freshness to appeal to female smokers.
- Women are 1.6 times more likely than men to smoke menthols.

TPSAC Report; Lawrence et al. (2010). National patterns and correlates of mentholated cigarette use in the United States. *Addiction*;105:13-31

BEAUTIFUL LIE
UGLY TRUTH
ABOUT MENTHOL TOBACCO



1976

www.trinketsandtrash.org

In 1915, Mrs. Cheryl Van Easton cleverly hid her cigarettes in a hollow duck decoy. The decoy fooled her husband and 750 southbound mallards.

You've come a long way, baby.

VIRGINIA SLIMS
With rich Virginia flavor women like.

Warning: The Surgeon General Has Determined That Cigarette Smoking is Dangerous to Your Health.

Regular: 17 mg. "tar", 1.0 mg. nicotine - Mardal.
17 mg. "tar", 1.1 mg. nicotine av. per cigarette, FTC Report April 75.

Ad found in:
Family Circle, January 1976

www.trinketsandtrash.org

KOOL ad, 1991
Source: Stanford School of Medicine

Also available in King Size Soft Pack and Blue.

TODAY IT'S KOOL MILDs

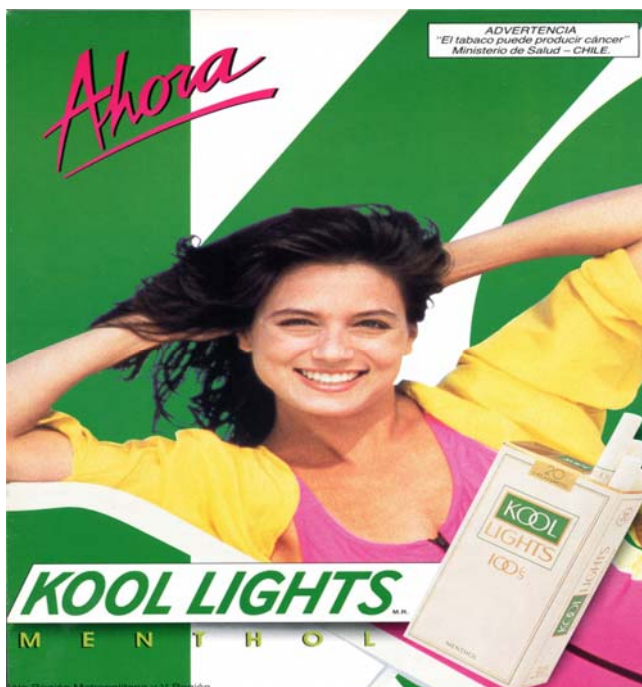
KOOL Milds

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

Size: 9 mg. "tar", 0.9 mg. nicotine - Kings and 10 mg. "tar", 0.9 mg. nicotine av. per cigarette by FTC method.

Spanish KOOL ad, 1990s

Source: Stanford School of
Medicine



Ad Found in:

Vogue: March 2004

Jane: February 2004

Latina: February 2004

Sports Illustrated, November 2003

Cosmopolitan: November 2003

Honey: November 2003

Maxim: November 2003

www.trinketsandtrash.org



2007 Ad found in:
Cosmopolitan
Glamour
Instyle
Lucky
Marie Claire
Newsweek

www.trinketsandtrash.org

Menthol & African Americans

“No one really knows how African Americans came to prefer menthol cigarettes in the first place. But relentlessly targeted marketing campaigns locked the preference in place.”

The Atlantic, 2011

BEAUTIFUL LIE
UGLY TRUTH
ABOUT MENTHOL TOBACCO

Targeting started in 1960s with these five approaches:

1. Collect data about AA consumers
2. Use mobile marketing vans
3. Develop special promotions for inner city tobacco retailers
4. Engage with local organizations to improve corporate image
5. Advertise in AA magazines

Yerger et al. (2007)

BEAUTIFUL LIE
UGLY TRUTH
ABOUT MENTHOL TOBACCO

1. Collect data about AA consumers

<u>R. J. Reynolds</u>	
<u>NEGRO MARKET STUDY</u>	
I.	Profile of the Negro Market
A.	Population
B.	Income/Employment
C.	Education
II.	Media Planning
A.	Negro Media Usage Rationale
B.	Media Analysis
1.	Radio
2.	Television
3.	Newspapers
4.	Magazines
5.	Sunday Supplement

“A Study of Ethnic Markets”

R.J. Reynolds, 1969
240 page report of
“Negro, Spanish-
language, and
Jewish special
markets”

BEAUTIFUL LIE
UGLY TRUTH
ABOUT MENTHOL TOBACCO

Source: <https://industrydocuments.library.ucsf.edu/tobacco/docs/#id=jrgc0035>

“Blacks simply have more pressing concerns than smoking issues.”

-RJ Reynolds, 1985

TPSAC Report

“The daring, flamboyant aspect of YA [young adult] Black smokers’ personalities are evident in the many trends they start. And the fact that these trends often spread to the general population speaks to the unrecognized power and influence of this subgroup yields on society.”

R.J. Reynolds, 1989

TPSAC Report

2. Mobile Marketing Vans



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ABOUT MENTHOL TOBACCO

<https://www.youtube.com/watch?v=DmaWcSj5rhk>

SALEM BLACK INITIATIVE PROGRAM REVIEW PRESENTATION PG# 1

BACKGROUND

For many years, Salem has carried the image of a brand that the older generation smokes. The brand considered most popular among the Black YAS - Newport and secondly KOOL. The Salem Black Initiative Program was created to combat the hold that KOOL and Newport have over the young adult, Black consumer market. The specific target for this program is the 21-25 year old, Black, lower income, urban, menthol smoker.

This year-round program is presently being conducted in three lead markets - Chicago, Cleveland, and Memphis.

“Salem Black Initiative Program”

RJR, 1989

The Salem Video Van promotions are scheduled five to six days a week, 8-12 hours a day. Video van stops include:

- . retail outlets
- . currency exchanges/check cashing stations
- . public aid offices
- . large housing complexes
- . shopping malls
- . rapid transit locations
- . busy street corners
- . nightclubs/bars

At each video van stop, Salem samplers distribute full complimentary packs of Salem cigarettes and/or unique Salem premium items to qualified individuals.

At each video van stop, Salem samplers distribute full complimentary packs of Salem cigarettes and/or unique Salem premium items to qualified individuals.

50713 7519

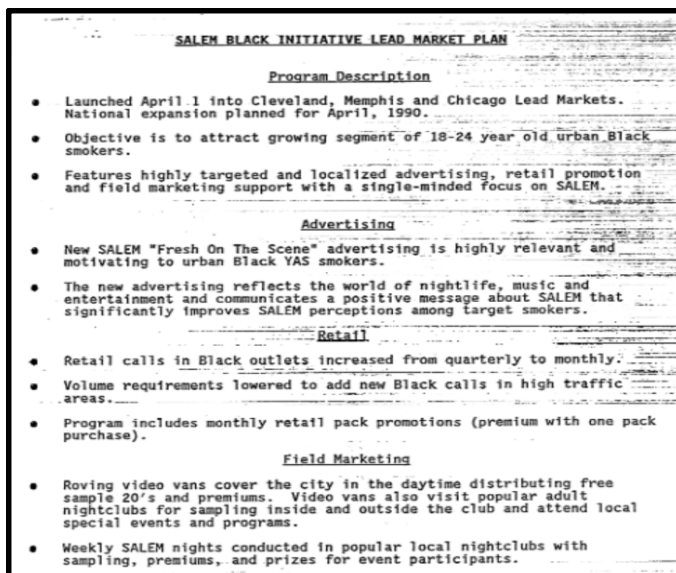
PROMOTIONAL MARKETING INC

3. Develop special promotions for inner city tobacco retailers

1989, Salem Black Initiative Lead Market Plan:

“Objective is to attract growing segment of 18-24 year old urban Black smokers. Program includes monthly retail pack promotions.”

<https://industrydocuments.library.ucsf.edu/tobacco/docs/#id=pmyl0092>



4. Engage with local organizations to improve corporate image

“Kool is to develop programs which ingratiate themselves with the Black community. These programs are to show the makers of Kool as a community citizen, be backfire-proof and pave the way for supporting the brand...”

- Brown & Williamson, 1976

Source: <https://industrydocuments.library.ucsf.edu/tobacco/docs/#id=mtdn0139>

Bottom Line...

Keep African Americans engaged as consumers and silent as opponents, while getting their African American leaders to speak on behalf of the tobacco industry.

Dr. Valerie Yerger



BEAUTIFUL LIE
UGLY TRUTH
ABOUT MENTHOL TOBACCO

AA Organizations with Ties to Tobacco

- NAACP
- National Urban League
- Congressional Black Caucus
- National Black Chamber of Commerce
- National Black Police Association
- United Negro College Fund
- Southern Christian Leadership Council
- National Conference of Black Mayors



BEAUTIFUL LIE
UGLY TRUTH
ABOUT MENTHOL TOBACCO

Yerger et. al (2007)

“The National Black Chamber of Commerce believes strongly that menthol is a rather inconsequential ingredient in a cigarette. Menthol simply is a taste preference preferred by African Americans and it should not be singled out for a ban.”

- Harry Alford, TPSAC Public Hearing,
March 17, 2011

Dr. Valerie Yerger

NBCC National Black Chamber of Commerce®

4400 Jenifer St NW Suite 331 Washington, DC 20015
202-466-6888 Fax: 202-466-4918
www.nationalbcc.org info@nationalbcc.org

December 18, 2015

Mayor Chris Coleman
15 Kellogg Blvd. West
Saint Paul, MN 55102

Dear Mayor Coleman:

Re: Opposition to Proposed Tobacco Flavor Ordinance

On behalf of our constituents, the National Black Chamber of Commerce® is writing in opposition to a proposed ordinance that would prohibit the sale of flavored tobacco products in the vast majority of the City's retail outlets, excluding those products with tobacco, menthol, mint or wintergreen flavors. To make a bad proposal worse, minority-owned convenience stores who responsibly sell vapor products like e-cigarettes will be penalized while unregulated vape shops who sell kid flavored ecigs can continue to operate unfettered, thereby doing even more damage to the convenience stores owned by our members.

This misguided proposal, unwarranted from the standpoint of public health, will hurt our retailer members and cost jobs. I strongly urge you to oppose it.

The National Black Chamber of Commerce is a nonprofit, nonpartisan, nonsectarian organization dedicated to the economic empowerment of African-American communities. Nationally our organization includes 64,000 affiliate members in 188 chapters, including Minnesota.

The proposal appears designed to reign in the growth in recent years of flavored electronic cigarettes. However, the Food and Drug Administration (FDA) plans to regulate electronic cigarettes under the Tobacco Control Act. The FDA, which has established scientific expertise, is the appropriate agency to study this issue, reach scientific conclusions and then regulate the products.

Overly restrictive local regulations, such as this proposed ordinance, could in fact have unintended consequences: it could help keep smokers smoking. New flavors move smokers

farther away from ones they associate with their old smoking habit, becoming an alternative to combustible cigarettes. Restrictions on flavored products could send the entirely wrong message. It could have the adverse effect of deterring adult smokers from switching to non-combustible products.

The proposal would have an additional unintended consequence. It will hurt retailers, including our members who own or work in stores that sell these products. The absence of flavored electronic cigarettes would result in lost revenue for the affected storeowners and retailers, as well as lost tax revenue to the city. This plan will simply shift those products to certain favored stores or to neighboring cities.

For these reasons, the National Black Chamber of Commerce, on behalf of its members, opposes adoption of this ordinance. We respectfully request that a vote on this bill be delayed until the FDA regulatory process is completed. In lieu of such a delay, we respectfully request that you vote no on this measure.

Thank you for your time and attention to our concerns.

Respectfully submitted,



Harry C. Alford
President/CEO

**BEAUTIFUL LIE
UGLY TRUTH**
ABOUT MENTHOL TOBACCO

Kool Jazz Festival Ad, 1981

Source: Stanford School of Medicine

HERBIE HANCOCK LIONEL HAMILTON NANCY WILSON MEL TOMME GERRY MULLIGAN GEORGE SHEARING ELLA FITZGERALD DAVE BRUBECK THE COMPOSERS

COOL JAZZ FESTIVAL
Produced by George Wein

New York June 26-July 5

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

16 mg. "tar", 1.3 mg. nicotine av. per cigarette, FTC Report Jan. '90.

THE NEW JAZZ PHILOSOPHY TOUR 2006
MUSIC KNOWS NO LIMITS.

THE ROOTS
WITH SPECIAL GUESTS* INCLUDING:
COMMON · TALIB KWELI · MIRI BEN-ARI
AND MORE

*FOR SHOW LINE-UP IN YOUR CITY LOG ON TO www.kool.com OR CALL 800.811.6961

PRESENTED BY
KOOL
BE TRUE

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

THE NEW JAZZ PHILOSOPHY TOUR 2003
EVOLUTION THE GENESIS OF SOUND BEGINNING JULY

JOHN LEGEND WITH COMMON & DE LA SOUL

PRESENTED BY
KOOL
BE TRUE

BALTIMORE · PHILADELPHIA · MILWAUKEE
CLEVELAND · BOSTON · CHICAGO · MIAMI
NEW ORLEANS · DETROIT · SAN FRANCISCO
ST. LOUIS · DALLAS · HOUSTON · ATLANTA

www.kool.com
800.811.6961

FILTER KINGZ BOX
16 mg. "tar", 1.3 mg. nicotine av. per cigarette by FTC method. Actual amount may vary depending on how you smoke. For 100% info, visit www.fda.gov.

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth And Low Birth Weight.

Source: Trinkets & Trash

5. Advertise in AA magazines

“Younger adult Blacks of the 1930s to 1950s had basically gone with whatever brand was big among younger adult White smokers...It was time for Blacks to build their own brand in the 1960s, the heyday of Martin Luther King and ‘Black pride’... Kool apparently capitalized on this aspect of the 1960s by simply advertising to Blacks before its competitors did. Kool ads were in Ebony consistently from at least 1962, when our records start...Kool became ‘cool’ and, by the early 1970s, had a 56% share among younger adult Blacks – it was the Black Marlboro.”

- Diane Burrows, RJ Reynolds, 1984

<http://legacy.library.ucsf.edu/tid/ene39d00>

“However, if the key objective is to sell more of Product A to more Negroes, then they must be communicated with, not merely reached.”

- R.J. Reynolds, A Study of Ethnic Markets, 1969

<https://industrydocuments.library.ucsf.edu/tobacco/docs/#id=jrgc0035>

N.Y. YANKEE STAR **ELSTON HOWARD**
Smokes **KOOL!**

I Like that Clean Taste and Smooth Feeling in my Throat

Elston Howard

ONLY KOOL BRINGS YOU REAL MENTHOL MAGIC!

KOOL
Filter Kings
CIGARETTES

ALSO AVAILABLE WITHOUT FILTER

You feel a new smoothness deep in your throat!

You'll agree with Yankee star Elston Howard. When you come up to the Menthol Magic of KOOL, you taste a new cleaness, feel a new comfort in your throat... you feel a wonderful mentholated drop-down in your throat! Remember, only KOOL—no regular filter cigarettes, no other menthol cigarettes—gives you real Menthol Magic. Take Elston Howard's advice. Come all the way up to the Menthol Magic of KOOL.

©1962, B&W & WIDAMSON TOBACCO CO. THE MARK OF QUALITY IN TOBACCO PRODUCTS

1962

Source: Stanford Research into the Impact of Tobacco Advertising

Newport
Alive with pleasure!

Newport
MENTHOL KINGS

After all, if smoking isn't a pleasure, why bother?

Warning: The Surgeon General Has Determined That Cigarette Smoking is Dangerous to Your Health.

1974

Newport
pleasure!

Scan to visit the World of Newport Pleasure!

SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.

Visit us at NewportPleasure.com
Restricted to Adult Smokers 21 or Older.
These cigarettes do not provide a reduced risk of harm compared to other cigarettes.

2013

Sources: <http://tobacco.stanford.edu/> and www.trinketsandtrash.org



1977

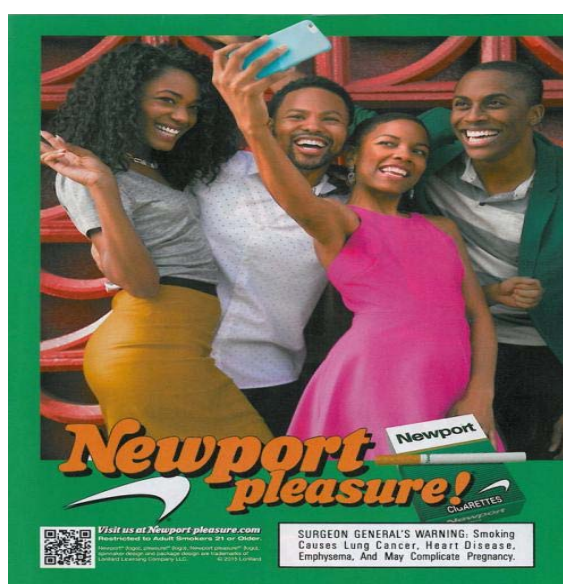


2011

Sources: <http://tobacco.stanford.edu/> and www.trinketsandtrash.org



1975



2015

Sources: <http://tobacco.stanford.edu/> and www.trinketsandtrash.org

Newport ad, 1994

Source: Stanford School of Medicine



Source: www.trinketsandtrash.org

2004



Source: www.trinketsandtrash.org

2004



Source: www.trinketsandtrash.org

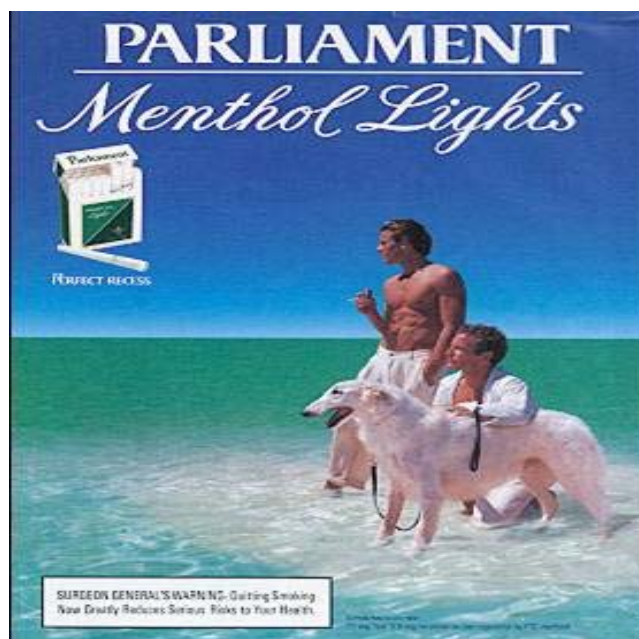
2004

Menthol and the LGBTQ Community

- Menthol use is significantly higher among LGBTQ smokers, especially LGBTQ youth.
- The tobacco industry targets the LGBTQ community in general, and specifically with menthol products.

BEAUTIFUL LIE
UGLY TRUTH
ABOUT MENTHOL TOBACCO

Source: Trinkets and Trash



"America's best companies can't put a value dollar on diversity, but they recognize the importance of it nonetheless...each of these companies has decided to demonstrate its commitment to gay and lesbian Americans by speaking directly to us in...Companies that Care."

January 2002 issue of OUT

Source: Trinkets and Trash

100 COMPANIES THAT CARE

AMERICA'S BEST COMPANIES can't put a dollar value on diversity, but they recognize the importance of it nonetheless. They know there's inherent value in a workforce that reflects all the characteristics of the communities they serve. And they know that treating all customers with respect is good business and good corporate citizenship. The companies that follow illustrate many different approaches to diversity—some stress philanthropy, others focus on diversity in hiring, and others concentrate on understanding and meeting the unique needs of minority consumers. Whatever the approach, each of these companies has decided to demonstrate its commitment to gay and lesbian Americans by speaking directly to us in...

The People of the Philip Morris Companies

KRAFT **PHILIP MORRIS U.S.A.** **Miller**

The Philip Morris Companies, which include Kraft Foods, Miller Brewing, and Philip Morris U.S.A., are proud of our long-standing commitment to diversity. We believe that Philip Morris is strengthened by a diverse workforce. We are committed to creating and maintaining an environment where all employees can contribute, realize their goals, work challenges, assume leadership, and meet and exceed both business and research objectives.

Throughout our company, managers are held accountable for the diversity of their departments and business partners. To achieve or reflect domestic market benefits, for 15 years Philip Morris has provided equal opportunity and advancement and anti-harassment policies, flexible management practices and programs on public relations, gay and lesbian organizations. We have mandatory diversity awareness, ethics and social training programs, which address sexual orientation.

Philip Morris also has a 40-year history of contributing to non-profit organizations that make a difference in the lives of our customers and employees, our families and work, including many within the gay and lesbian community. Over the last 15 years, we have been one of the largest contributors to such as the fight against HIV/AIDS in the United States.

Equality is at the heart of who Philip Morris stands for as a company and corporate citizen.

For more information about Philip Morris, please visit our Web site at www.philipmorris.com.

Source: Trinkets and Trash

**freedom. to speak.
to choose. to marry.
to participate. to be.
to disagree. to inhale.
to believe. to love.
to live. it's all good.**

the people of santa fe natural tobacco company

No additives in our tobacco does **NOT** mean a safer cigarette.

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

www.nascigs.com

© 2002 Natural American Spirit is a registered trademark of Santa Fe Natural Tobacco Company.

BEAUTIFUL LIE
UGLY TRUTH
ABOUT MENTHOL TOBACCO

WHAT CAN BE
DONE TO
REGULATE
MENTHOL?

Family Smoking Prevention and Tobacco Control Act 2009



Congress bans the manufacture of all **cigarettes** with candy, fruit, or spice flavorings

Directed the FDA to decide whether continued sale of menthol is “appropriate for public health”

TPSAC: Tobacco Products Scientific Advisory Committee

“Removal of menthol cigarettes from the marketplace would benefit public health in the United States.”

TPSAC report, March 2011



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UGLY TRUTH
ABOUT MENTHOL TOBACCO

Tobacco Industry Opposition

- Lorillard's **ad campaign**: Adults should be free to choose to smoke menthol cigarettes with the headline "Freedom of Choice for Grown Folks" and that "the history of African Americans in this country has been one of fighting against paternalistic limitations and for freedoms"
- **Litigation**: Lorillard sued the FDA in 2011. A district court judge ordered the FDA to disregard TPSAC reports and findings. The FDA appealed that ruling. In January 2016, the appellate court reversed the Judge's earlier decision. The appellate court's ruling frees the FDA to rely on the TPSAC menthol report to take action to regulate menthol tobacco products.



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Bottom Line...

- Let's not wait for the FDA to act when we know we can work together to protect our communities from the harm of menthol.



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What can we do?

- The only city to regulate the sale of menthol is Chicago.
- Cities and counties in MN have the authority to regulate the sale of tobacco products, including menthol.
- Minneapolis and St. Paul have prohibited the sale of non-menthol flavored tobacco products in stores where kids can enter. The same could be done for menthol.



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If menthol were banned...

- Of MN Adults who smoke menthol, about half said they would quit smoking if menthol cigarettes were no longer sold in the United States. (MATS, 2014)



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Join our menthol coalition!

- A group of health and community organizations in Minnesota committed to reducing the harm caused by menthol-flavored cigarettes and other tobacco products. We share a common goal of working to reduce the harm caused by menthol tobacco.
- Contact Betsy Brock (betsy@ansrmn.org) or LaTrisha Vetaw (lvetaw@northpointinc.org) to sign up!



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For more information and a guide for church leaders, visit:

<http://www.naatpn.org/nomentholsunday>

Discussion

- What message against menthol resonated most with you?
- What materials would be helpful to bring this information to your communities?
- What steps do you plan to take to spread the message about the danger of menthol?



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Questions?

“Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has.”

- Margaret Mead



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