

What's Menthol Got To Do With It? Everything!

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(**AATCLC**)

Senate Finance Committee – SB 233 SUPPORT

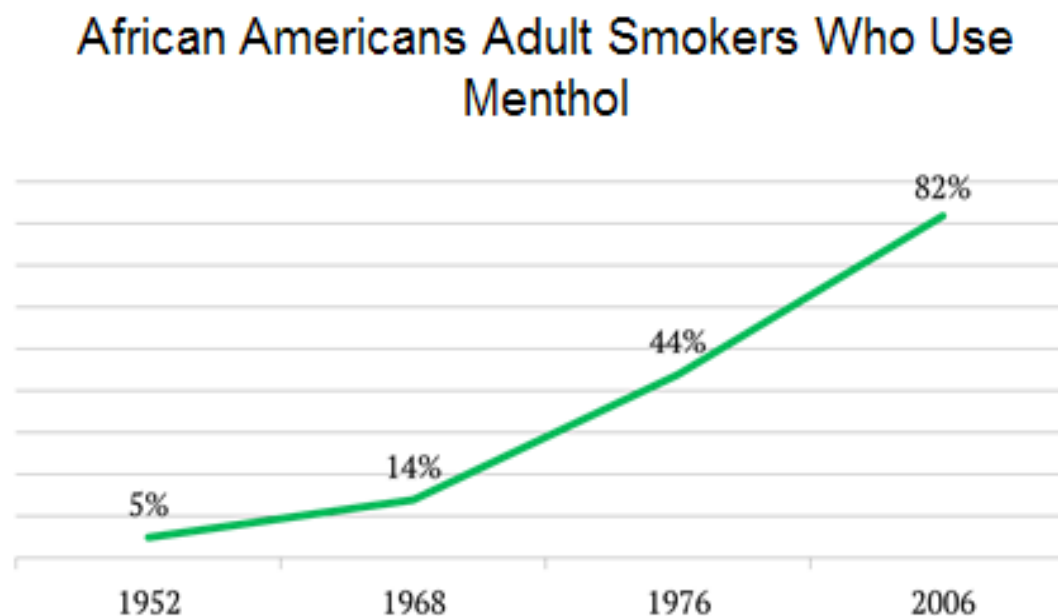
Annapolis, Maryland

February 13, 2020

The African Americanization of Menthol Cigarettes

50 Years of Predatory Marketing
And Counting

African American Menthol Use Skyrockets!



- Roper, B.W. (1953). A Study of People's Cigarette Smoking Habits and Attitudes Volume I. Philip Morris, Bates No. 2022239249. MSA, Inc. (1978) The Growth of Menthols, 1933 -1977. Brown & Williamson, Bates No. 670586709-785. NSDUH, 2004-2008.

Tobacco Industry's Assault on the African American Community (1960s & 70s)

- 91% of Advertising Budget for TV (B&W)
- Use of Male Actors with more Black features
 - Tripled Cigarette Advertising in Ebony
 - “Menthols got a brand new bag”
 - Cool Jazz; Cool Lexicon
 - Philanthropy

(Gardiner, 2004)

A new idea in smoking

Salem refreshes your taste



- menthol fresh
- rich tobacco taste
- modern filter, too

Springtime is wonderful... In the freshness of the air... the fragrance of soft, new grass... Just smoke a Salem cigarette... together all the fresh and fragrant flavors of Springtime. Through Salem's pure white filter... the richest taste in cigarettes... rich tobacco... with a new, menthol refreshment. There's nothing better than a whole new idea in smoking. Smoke refreshed... Salem...
© 1964 R.J. REYNOLDS TOBACCO COMPANY

N. Y. YANKEE STAR ELSTON HOWARD FLASHES THE SIGN:

"YOUR CIGARETTE'S NOT TASTING COOL ENOUGH
TILL YOU *Come Up to KOOL*"



"Feel extra coolness in your throat.."

says *Elston Howard*

"Extra coolness no other cigarette can offer. Taste a new freshness that lasts all through the day . . . Kool after Kool after Kool. Believe me," says Yankee Star Elston Howard, "I know!"

Take Elston Howard's advice: "Try just one carton of Kool. You'll never go back to those hot and dry-tasting cigarettes again!"



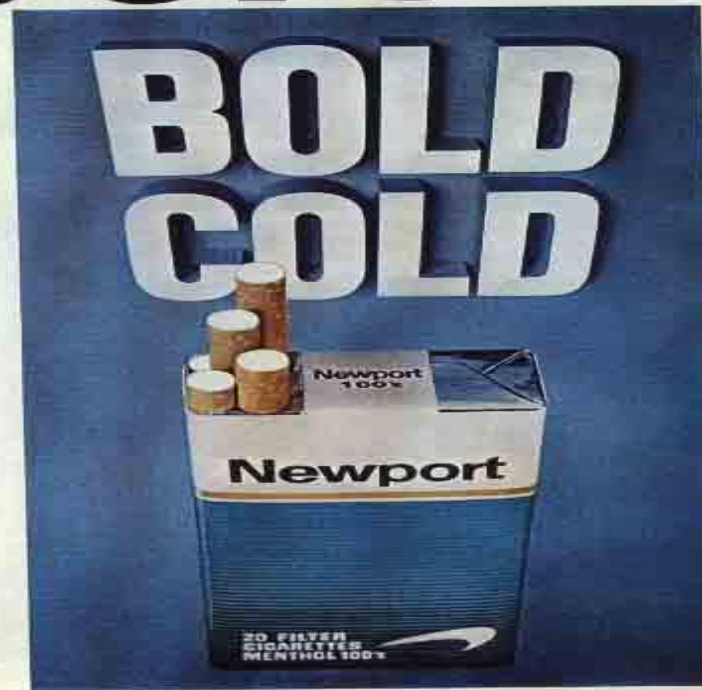
ALSO
AVAILABLE
WITHOUT
FILTER

**Cool
ain't Cold.
Newport
is.**



A whole
new bag of
menthol
smoking
filter kings & 100's

© 1970 Philip Morris Inc.



1970 *Ebony* magazine advertisement

Box: 17 mg "tar", 1.1 mg. nicotine av. per cigarette. FTC Report Nov. 1975.

Alive with pleasure!
Newport


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



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



REAL & RICH
THAT'S WINSTON MENTHOL
& COOL



© 2004 R.J. REYNOLDS TOBACCO COMPANY. WINSTON MENTHOL
7mg "tar", 11mg nicotine av. per cigarette. FTC Report 4/15/71

Winston, The Legend Lives! The Legend Lives! Winston Menthol
Plus Menthol. The Legend Lives! Winston Lights
is Legend in Your Mouth.

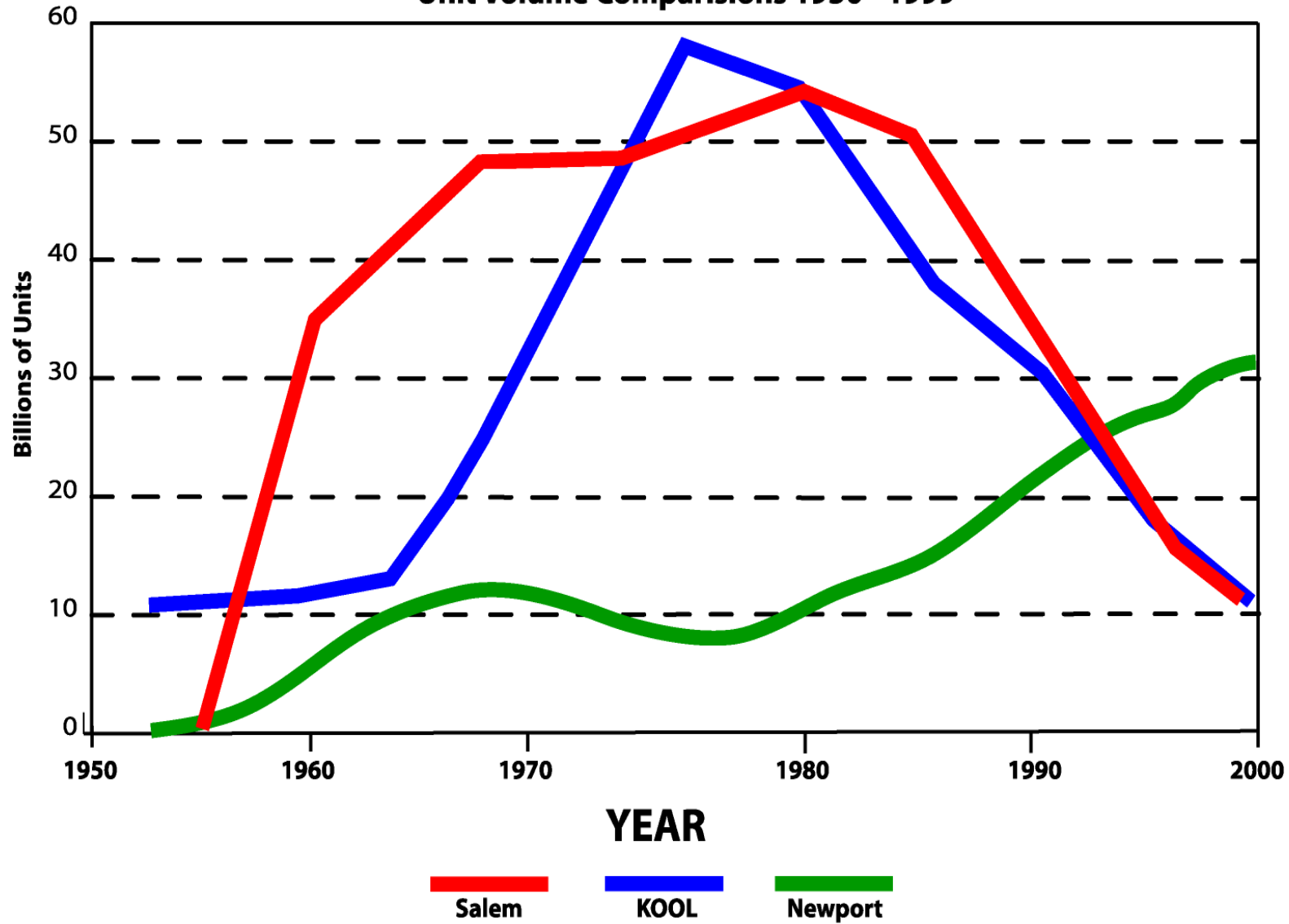
Menthol Wars: The 1980s and the Fight for Market Share

- **Cigarette Sampling *Vans***

- Kool, Newport, Salem, Benson & Hedges
- Free Cigarette Samples
- High Traffic Areas: Parks, Known Street Corners, Daily Routes
 - (Yerger, Przewoznik and Malone, 2007)

Key Menthol Brands

Unit Volume Comparisons 1950 - 1999



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

**Fire
it UP!**

**Newport
pleasure!**



© Lorillard 2002

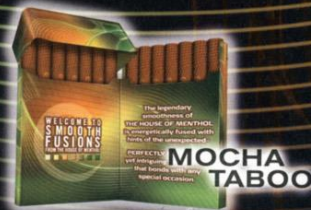
Lights Box: 9 mg. "tar," 0.8 mg. nicotine; Medium Box: 12 mg. "tar," 0.9 mg. nicotine; Box: 16 mg. "tar," 1.3 mg. nicotine av. per cigarette by FTC method.

ENTICING

Inviting and surprising, MOCHA TABOO will entice you with its sweet indulgence

KOOL

SMOOTH FUSIONS
FROM THE HOUSE OF MENTHOL



Available for a limited time only

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

Mintrigue, Caribbean Chill, Mocha Taboo, Midnight Berry KS Box, 10 mg. "tar", 0.9 mg. nicotine; Box Kings, 17 mg. "tar", 1.3 mg. nicotine av. per cigarette by FTC method. The amount of tar and nicotine you get from this product varies depending on how you smoke it. There is no such thing as a safe cigarette. For more information visit www.bwtarnic.com ©2004 B&W T Co.

Kool Mixx Campaign 2004

- Capitalizing on Hip-Hop in the Black Community
- Nation-wide Contests on Mixing, Scratching and DJing to Culminate in a National Contest in Chicago
- Local Opposition by African American Groups
- Lawsuit Brought by Attorneys General of NY, Mass and Illinois Blocked the National Meeting in Chicago

KOOL MIXX

IF IT'S MUSIC, IT'S IN THE MIXX

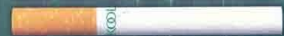


COAST TO COAST : HEAD TO HEAD

KOOL MIXX IS ALL ABOUT CONNECTING YOU WITH MUSIC, AND RIGHT NOW IT'S BEARING UP FOR ITS FIFTH BIG YEAR. ALL ACROSS THE NATION, DJs WILL BE BATTLING FIERCELY TO BECOME THE NEXT KOOL MIXX NATIONAL CHAMPION AND WINNING ALL THAT GOES WITH IT. TO LEARN MORE, CALL 877-604-5665.

IN ASSOCIATION WITH
VIBE

THE HOUSE OF MENTHOL®



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

©2003 B&W T Co.

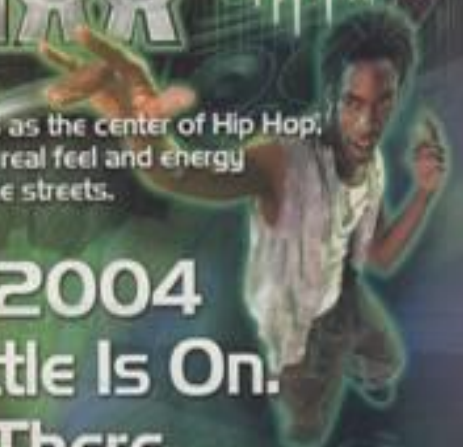
Box Kings, 17 mg. "tar", 1.3 mg. nicotine av. per cigarette by FTC method. The amount of tar and nicotine you get from this product varies depending on how you smoke it. There is no such thing as a safe cigarette. For more information visit www.bw.com

KOOL MIXX

KOOL recognizes DJs as the center of Hip Hop. Inspired by the real feel and energy of the streets.

The 2004 DJ Battle Is On. Be There.

In its sixth year, this fierce coast-to-coast battle of the hottest rising DJs is the ultimate way for you to...



EXPERIENCE THE SOUNDTRACK TO THE STREETS

Also experience it at www.houseofmenthol.com or call 877-604-434 (5665) for more info.

You must be 21 years of age or older and a smoker to log on to this website.

THE HOUSE OF MENTHOL®

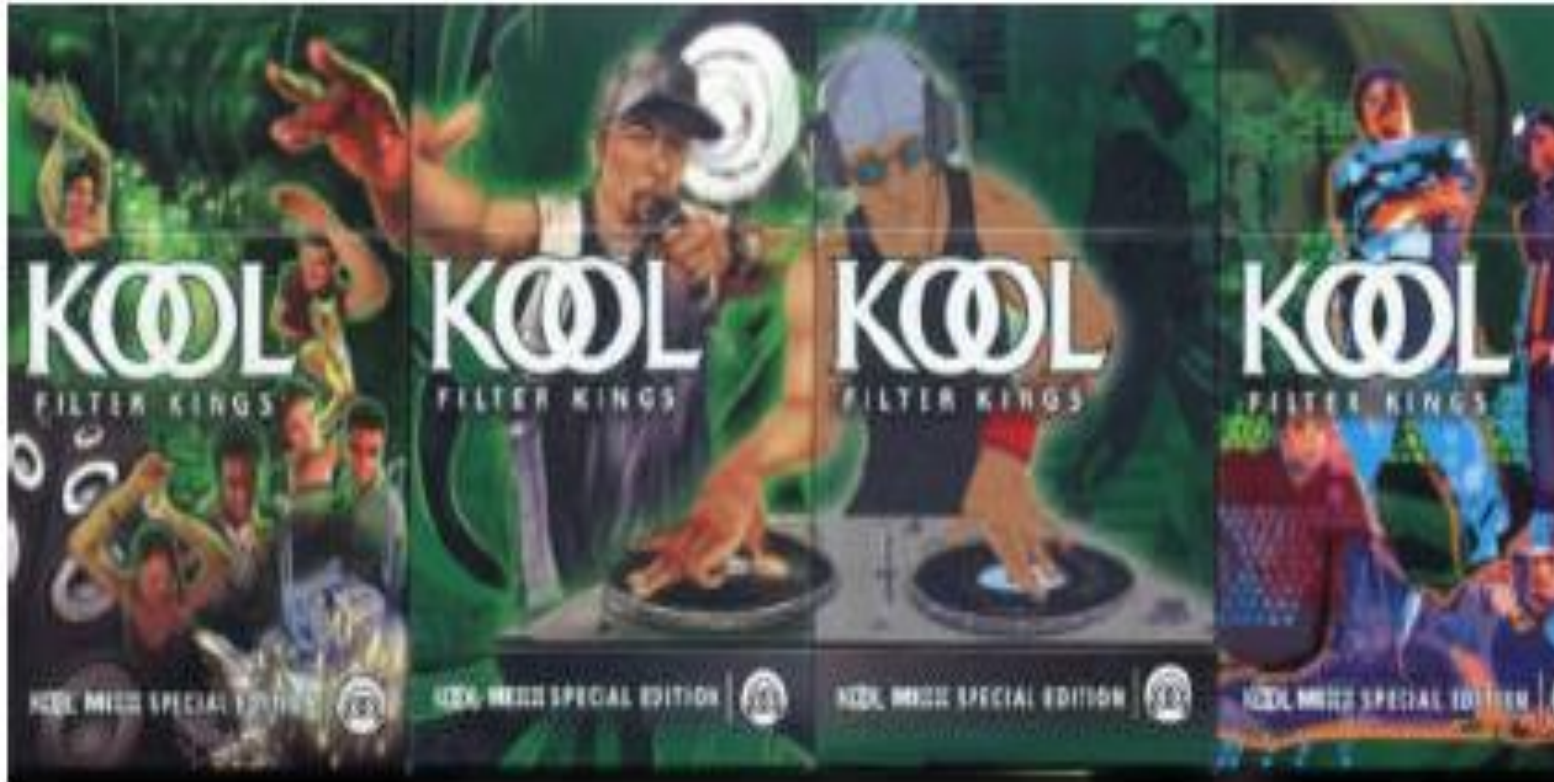
IN ASSOCIATION WITH
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KOOL Cigarette Packs

KOOL MIXX SPECIAL EDITION PACKS



Menthol: What it is

What it Does

The Ultimate Candy Flavoring; Menthol Helps The Poison Go Down Easier

- Chief Constituent of Peppermint Oil; Minty-Candy Taste; Masks the Harshness of Smoking
- Cooling Sensation; activates taste buds; cold receptors; increases throat grab
- Anesthetic effects; Mimics Bronchial Dilatation; easier to inhale; deeper inhalation; more nicotine taken in.
- Mentholated cigarette smoking inhibits nicotine metabolism
- Independent Sensory Activation Neurotransmitters
- Increases Salivary Flow; Transbuccal Drug absorption
- Greater Cell Permeability (Ferris, 2004; Benowitz, 2004)

All Tobacco Products Contain Some Menthol

• Menthol Content of U.S. Tobacco Products

• Product	Menthol (mg)
• Regular (non-menthol) cigarettes	0.003
• Menthol cigarettes (weak effect)	0.1–0.2
• Menthol cigarettes (strong effect)	0.25–0.45
• Pipe tobacco	0.03
• Chewing tobacco	0.05–0.1

(Hopp, 1993)

Racial Differences Cotinine Clearance, Half-Life, and Nicotine

	Black		White
Cotinine	0.56 ml	(p=.009)	0.68 ml
Half/Life	1064 min	(p=.07)	950 min
Nic/Cig	1.41 mg	(p=.02)	1.09 mg

(Perez-Stable, et al., 1998)

Melanin and Nicotine

- Melanin is the substance that gives color to our skin
- Nicotine is stored in tissues that contain melanin
- The darker your skin means that more nicotine is stored in your body (King et al., 2009)

Menthol Harder to Quit!

	Quit Attempts	% Difference
Non-Menthol	38.1%	
Menthol	41.4%	+8.8%
	Cessation (>3 mo.)	% Difference
Non-Menthol	21.2%	
Menthol	18.3%	-13.8%

(Levy, et al., 2011)

Predation:

“the action of attacking or plundering, where a *predator* (the tobacco industry) feeds on its prey (the African American Community and other marginalized groups)”

Focus vs. Non Focus Communities (Wright, 2009)

▶ **Focus Communities: Inner-city, Colored and Poor**

- Less expensive, more desirable promotions
 - Buy 1, Get X Free
 - Summer/ Holidays

▶ **Non-focus Communities: Upscale, suburban, rural and white**

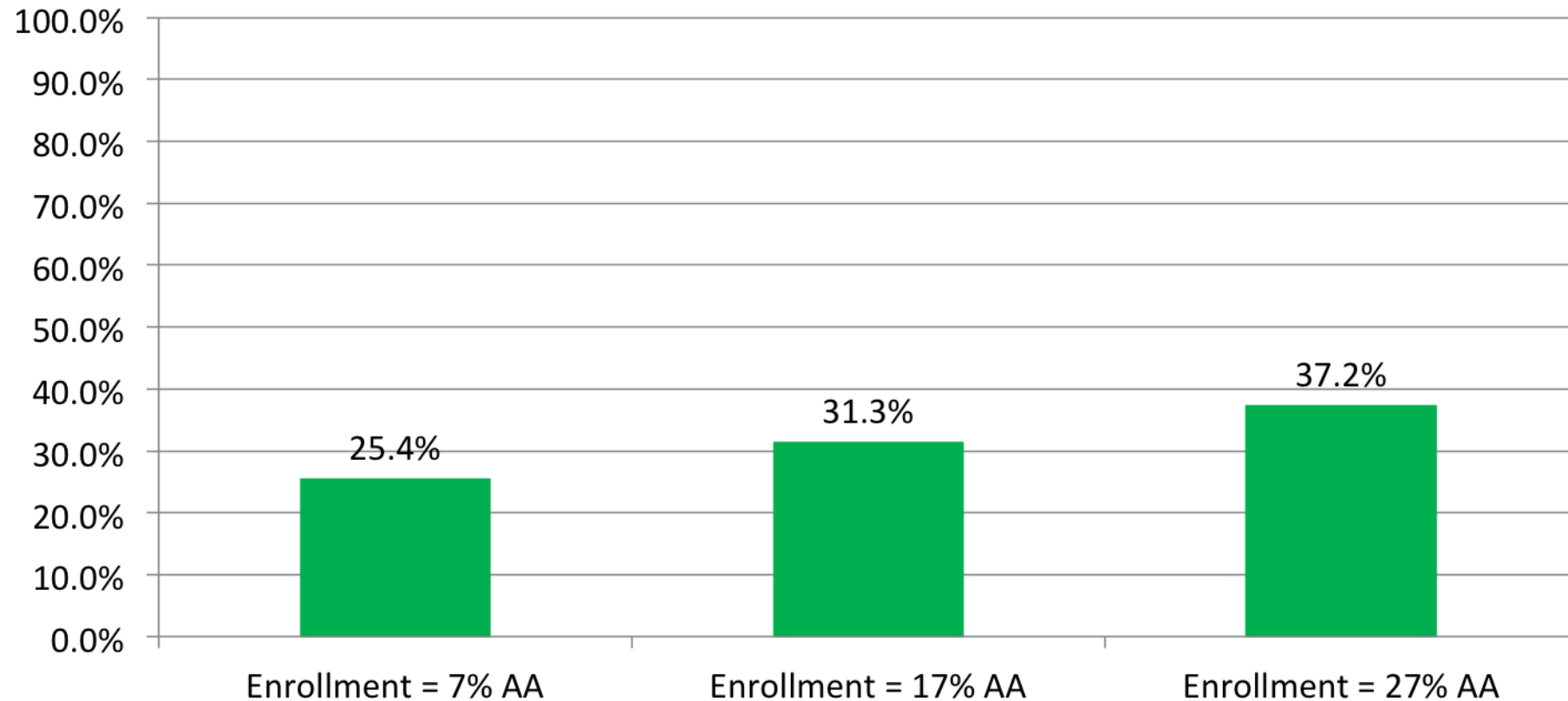
- More expensive, less desirable promotions
 - Buy 2, Get X Free
 - Buy 3, Get X Free

▶ **Menthol Cigarettes Cheaper**

- Non-focus- 50 cents off/ pack (\$5.00 off/ ctn)
- Focus- \$1.00-\$1.50 off/ pack (\$10.00-15.00 off/ ctn)

Predatory Marketing Patterns (Henriksen, 2011)

As the % African American students increased, proportion menthol ads increased:



Menthol Cigarettes: Cheaper for African Americans

- For each 10% increase in the proportion of African American students:
 - Newport discount 1.5 times greater
 - The proportion of menthol advertising increased by 5.9%
 - Newport promotion were 42% higher
 - The cost of Newport was 12 cents lower.

(Henriksen, et al., 2011)

Storefront Cigarette Advertising Differs by Racial/Ethnic Community

	Brookline	Dorchester	<i>p-value</i>
	n= 42	56	
	%	%	
• Retailer w/ Ads	42.9	85.7	<0.001
• Small Ads	56.8	20.1	“
• Large Ads	2.0	23.7	“
• Menthol Ads	17.9	53.9	“
• Average Price	\$4.94	\$4.55	“

(Seidenberg, et al., 2010)

Menthols: The New Cigarette of Choice

Although overall smoking prevalence has decreased, the prevalence of menthol cigarette use among past 30-day cigarette smokers increased significantly from

- **35% in 2008–2010 to**
- **39% in 2012–2014.**

(Villanti et al., 2016)

Menthols: Its Not Just Kids

- **Significant increases in menthol cigarette use among adults ages:**
 - 18–25
 - 26–34
 - 35–49
 - between the two time periods; 2008-2010 – 2012-2014
 - (Villanti et al., 2016)

All Smokers Choosing Menthols

- While menthol cigarette prevalence has remained constant among **African American** smokers, it has increased among:
 - **Whites**
 - **Asian Americans**
 - **Hispanics**
- (Villanti et al., 2016)

Menthol A Sacrificial Lamb



1823060 www.fotosearch.com

A Deal with the Devil?

- **Family Smoking Prevention and Tobacco Control Act**

- Proposed in 2008; Enacted in 2009
- Dealers: Philip Morris, Southern Senators and representatives of the tobacco control movement
- Eliminate 13 flavors in cigarettes

- **Excluded Menthol!!**

- African Americans, Women, Youth, Native Hawaiians, Filipinos, LGBTQ folks, Puerto Ricans, Behavioral Health Issues

Menthol/E-Cig Restrictions 2019

- 221+ Localities Flavor Restrictions
- 26 Cities Menthol Prohibitions
- 6 States: E-Cigarette Flavor Restrictions and Menthol
 - Michigan In Court
 - New York 3rd State to Consider State-wide Menthol Prohibitions
 - Maryland 1st State to Pass Menthol prohibition State Wide
 - Massachusetts* Emergency E-Cigs Only
 - Rhode Island 2nd State Considering State-Wide Menthol Prohibition
 - Vermont* E-Cigs Only
 - Washington

Take Home Message: Menthol is a Social Justice Issue!

- The disproportionate marketing and targeting candy-flavored poison to African Americans and other specially oppressed sectors of our society, is out-right discriminatory and genocidal.
- Poorest; least informed; fewest resources; indeed the definition of preying on the most vulnerable sections of our society.

If Menthol Were Banned 100,000s Of Lives Would Be Saved

2010 – 2050

All Menthol Smokers

Black Menthol Smokers

10%

323,107

91,744

20%

478,154

164,465

30%

633,252

237,317

(Levy, et al., 2011)

What's at Stake?



Thank You!

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AATCLC

Saving Black Lives

www.savingblacklives.org