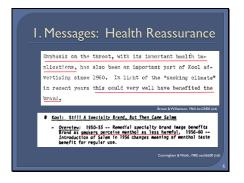
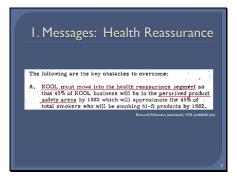
Slide 1 Get 'em when they're young, keep 'em when they're old: Menthol's role in initiating and sustaining tobacco use Slide 2 Presenter Disclosures Stacey J. Anderson, PhD (1) The following personal financial relationships with commercial interests relevant to this presentation existed during the past 12 months: No relationships to disclose Slide 3 Research Questions Are/were menthol cigarettes marketed with health reassurance messages? How do smokers tend to view menthol cigarettes? What are the perceived sensory and taste rewards of menthol? Do menthol's perceived sensory and taste rewards relate to initiation? Do menthol's perceived sensory and taste rewards relate to quitting?



Slide 5

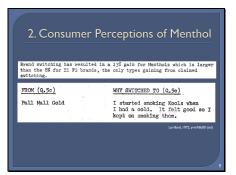






Slide 8





Slide 11

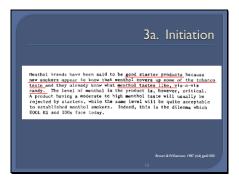
Original reason for menthol was therapeutic – providing a refreshing alternative to hot, harsh tobacco taste of existing brands

Product should provide a smooth smoking experience that is easy to adapt to December 1970 of the Product should provide a smooth smoking experience that is easy to adapt to December 1970 of the Product should provide a smoothness/mildness of the smoothness/mildness, dryness, hot taste, unpleasant aftertaste.

The menthol is not a major benefit in itself but a means to achieve the benefits they want — coolness, smoothness/mildness, fresh, clean taste and aftertaste.

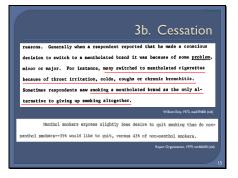
Slide 12

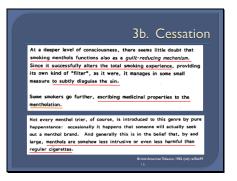
3a. Initiation 1) First-time shoker reaction is generally negative - foreign taste - harsh/bitter - adoption requires slow acclimation 2) Initial negatives can be alleviated with a low level of menthol - reduces harshness/bitterness - takes edge off flavor - previous taste experience - traditional and maintains integrity 12



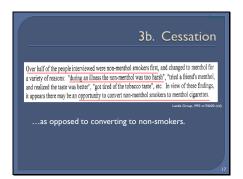
Slide 14

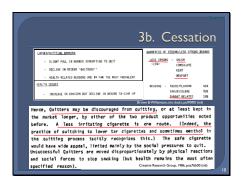
In rejecting the "regular" cigarette taste, the smokers are referring back to their own experiences. These young smokers began smoking the "popular" brands, Winston, Harlboro, Tarcyton and Kents, etc., and moved to menthols for a variety of reasons or circumstances; the rejection of tobacco taste, the search for a "milder" cigarette, personal influence, or the circumstances of having a cold and wanting to continue smoking, but being unable to "handle" the hot taste of cigarettes in an already irritated throat.

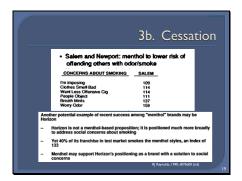




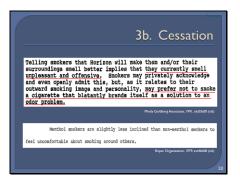
Slide 17







Slide 20



Slide 21

Discussion Menthol cigarettes were originally marketed on a health platform, and health messages successfully convinced consumers that menthol cigarettes were "better for" them than non-menthol cigarettes. Smokers tend to view menthol cigarettes as safer or as less harmful than "full flavor" or non-menthol cigarettes, and more socially acceptable. Menthol smokers perceive pleasant minty or medicinal-like tastes, and soothing, cooling, anesthetic sensations with menthol cigarettes. These perceptions encourage initiation and discourage quitting in menthol smokers.

Implications

Menthol's
flavor,
sensation, and
perceived reduced risk and social acceptability
attract young initiates, and de-motivate quitting in
smokers who may otherwise quit.

Making cigarettes more attractive to new smokers and less desirable to quit among established smokers contributes to the incidence of tobacco-related diseases and to the public health burden.
