

Meeting of the Tobacco Products
Scientific Advisory Committee
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TPSAC's Congressional Mandate Regarding Menthol

- Provide a report and recommendation that considers the impact of the use of menthol in cigarettes
 - On the public health
 - Among children, African-Americans, Hispanics and other racial and ethnic minorities
- Address the following considerations
 - Countervailing effects, including the creation of demand for contraband
 - Technical achievability of any recommendation

The science is clear:

Menthol and non-menthol cigarettes are equally dangerous.

No Difference

■ Epidemiology

√

■ Biomarkers

√

■ Toxicity

√

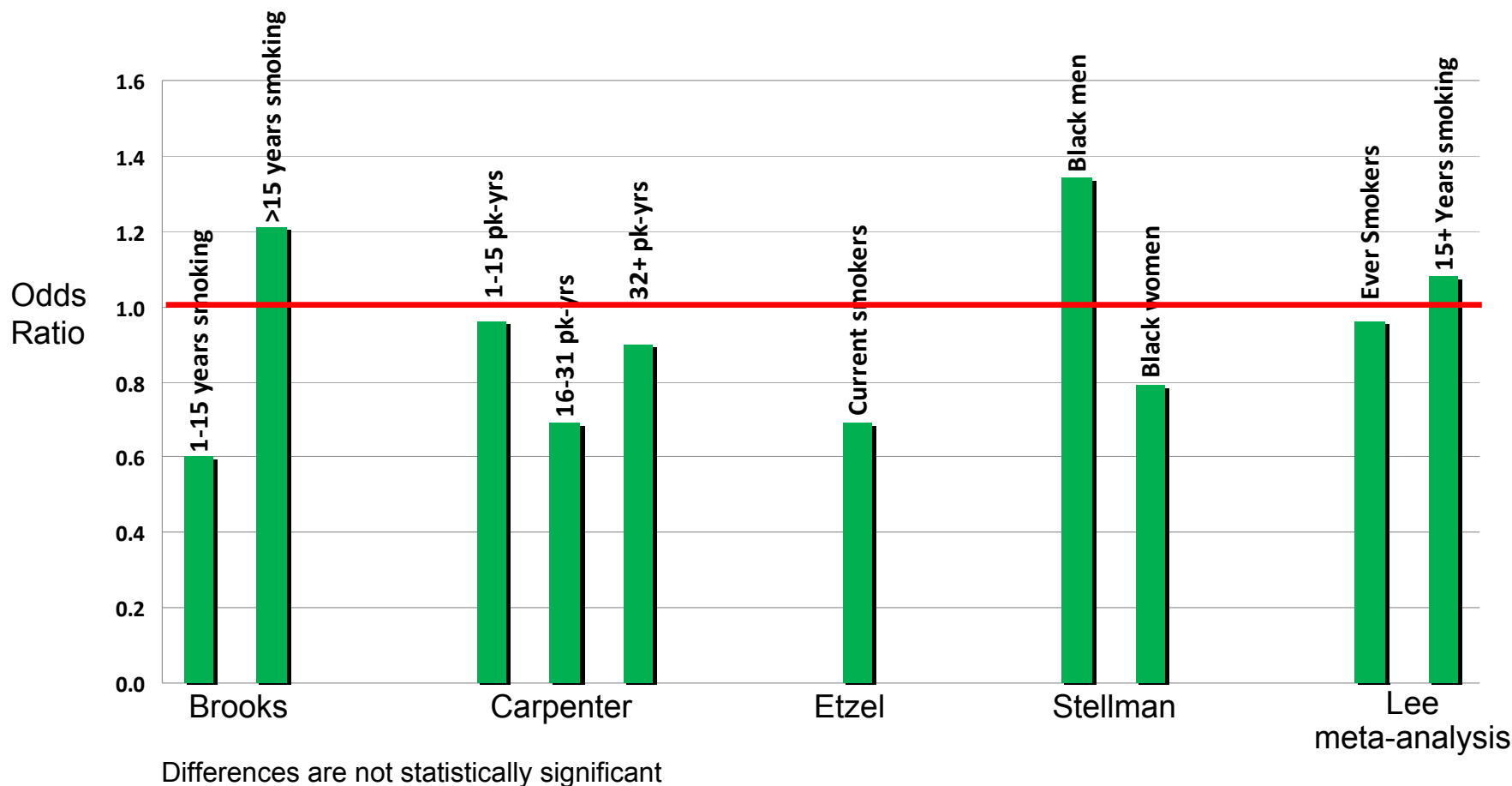
■ Chemistry

√

■ Smoking Topography

√

African-American menthol smokers do not have higher risk of lung cancer compared to African-American non-menthol smokers.

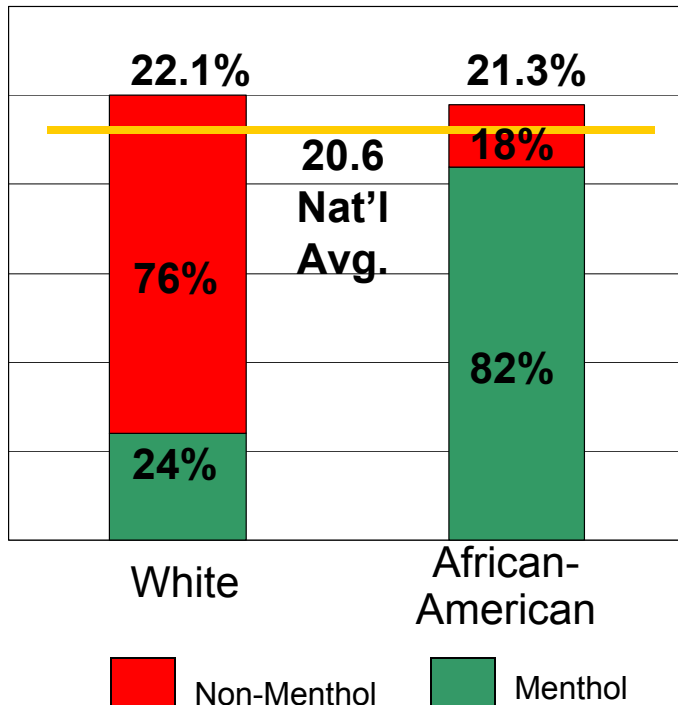


African-American nonsmokers have higher death rates from lung cancer than White nonsmokers. (Thun et al. 2008)

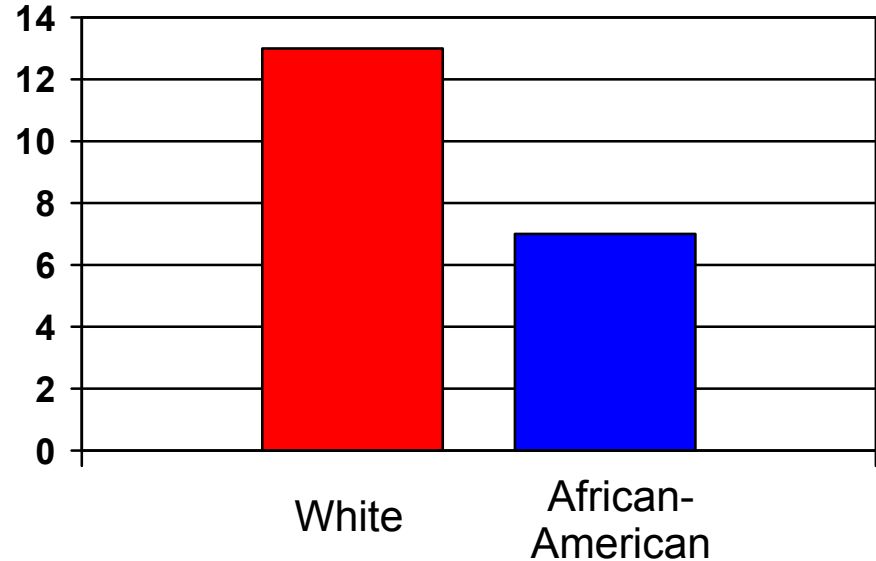
The vast majority of menthol smokers is White.

- African-American smoking incidence is NOT higher than the incidence for Whites.
- There are nearly 2x more White menthol smokers than African-American menthol smokers.

Smoking Incidence



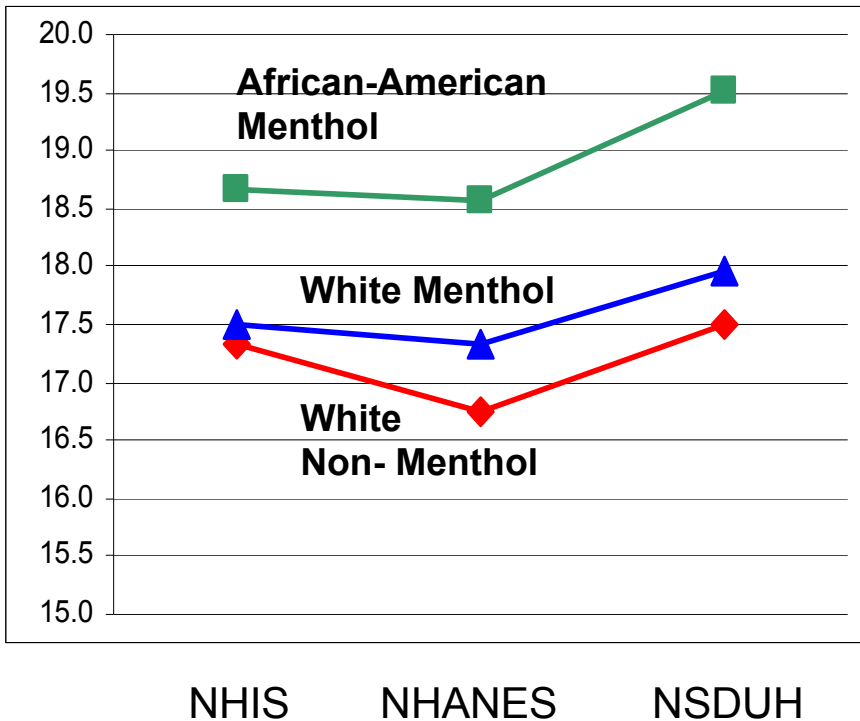
Menthol Smokers (in millions)



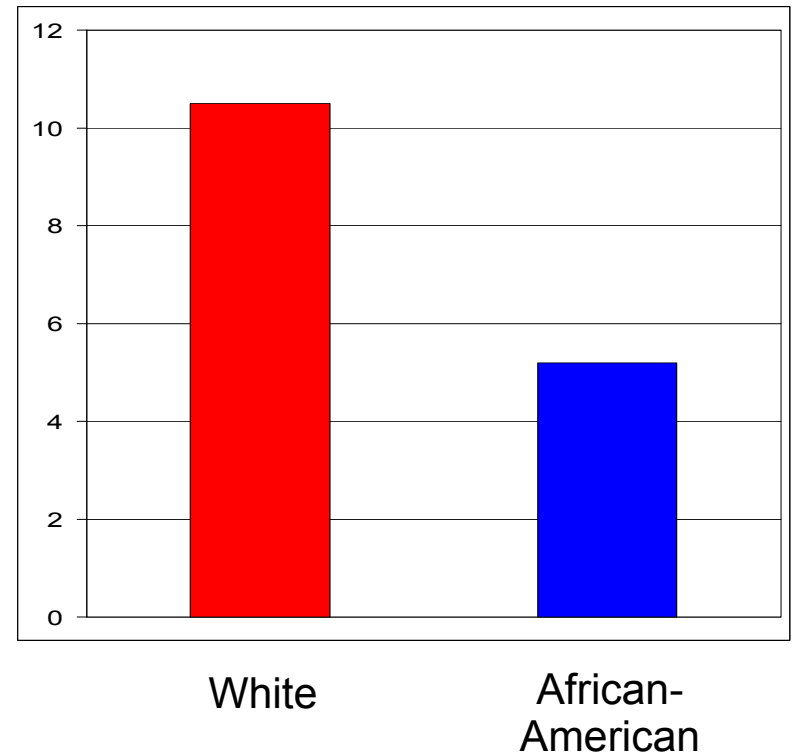
Smoking incidence: NHIS (2009) and NSDUH (2009)
Menthol smokers: NHIS (2009), NSDUH (2009), Census Bureau (2009)

Also, African-American youth begin smoking later and have a much lower youth smoking rate.

Age Start Smoking



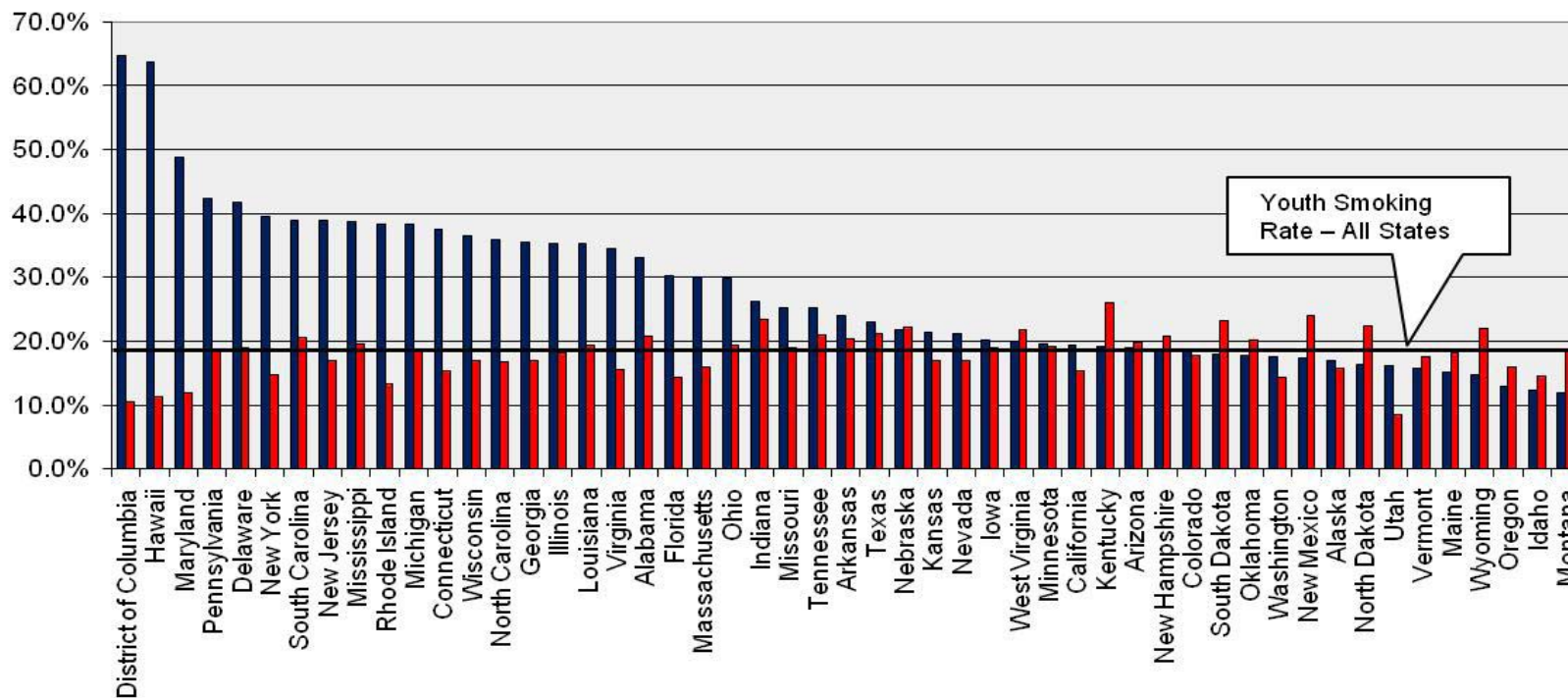
Youth Smoking Rate (12-17)



In fact, youth usage is lowest in states with the highest menthol market shares.

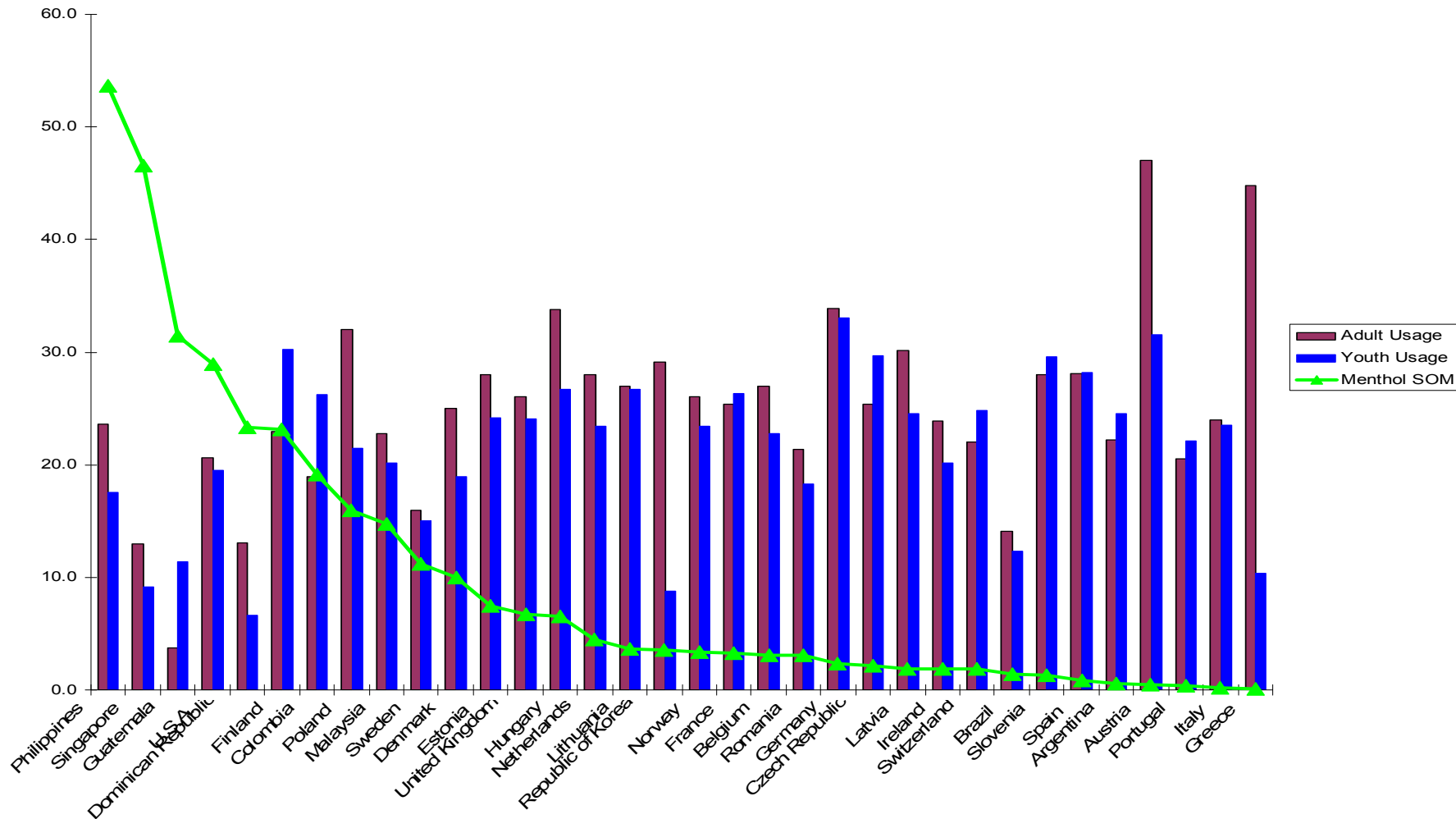
Menthol Market Share Compared To Youth Smoking Rates by State (2009)

■ Menthol Market Share ■ Youth Smoking Rates



Youth Smoking Rates Data Source: Campaign for Tobacco-Free Kids, "Key State-Specific Tobacco-Related Data & Rankings" (updated 6/8/10 using 2009 statistics)

Similarly, neither youth nor adult smoking rates are related to menthol market share around the world.



Source: Smoking prevalence from World Health Organization, Cross Country Profile and WHO country profiles in "Report on the Global Total Epidemic, 2009;" U.S. prevalence from NHIS and YRBS; menthol share of market for foreign countries from A.C. Nielsen, U.S. menthol share of market from industry MSA Inc.

While scientific proof of a disproportional impact of menthol on public health does not exist, countervailing effects are real and proven around the world.



Black Market will be significant



Counterfeit cigarettes with
unknown ingredients



Self-mentholation



Increased youth access

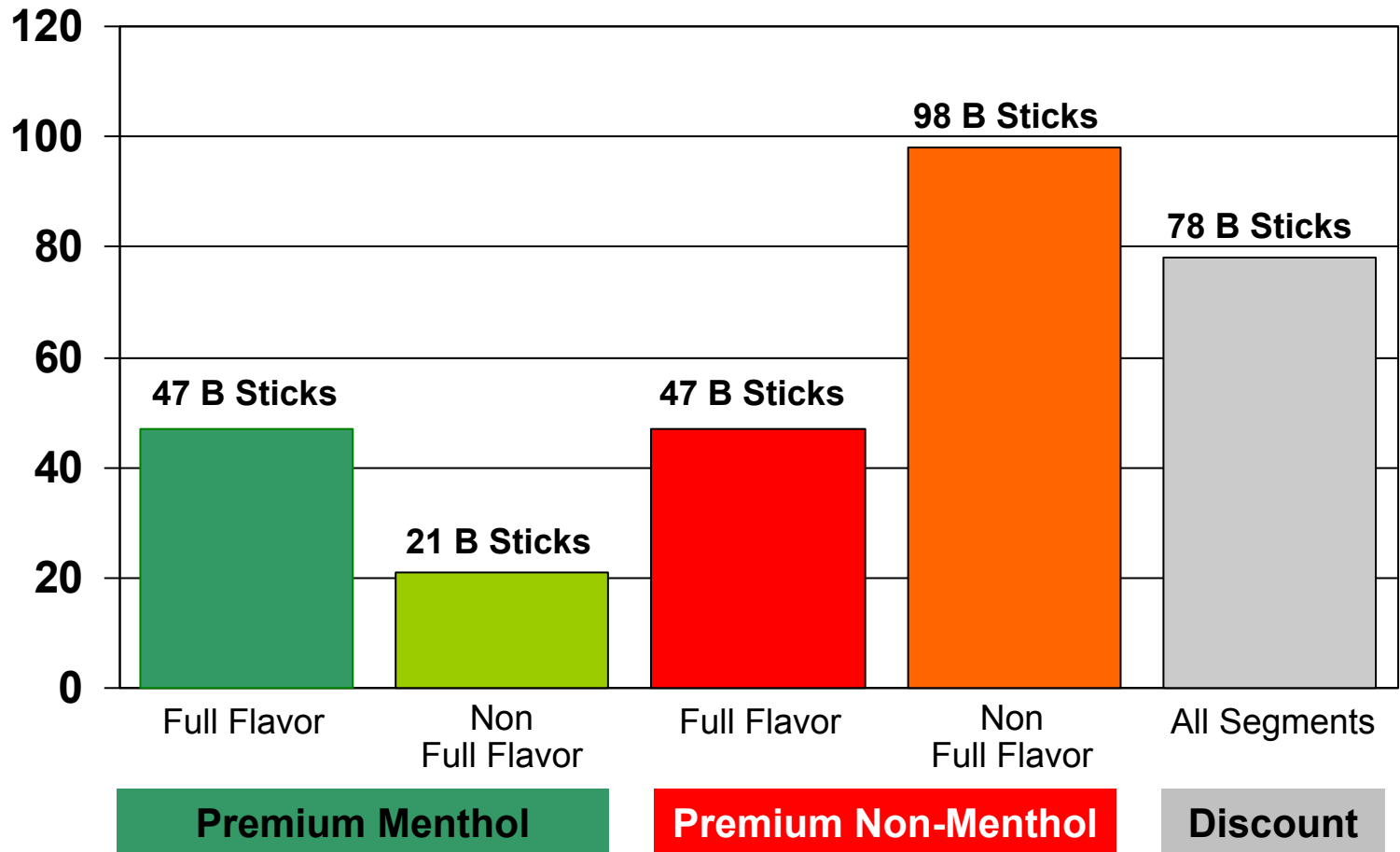


500,000 American jobs at risk



Lost government revenue

And finally, banning any major segment of the industry will result in some level of quitting, but this was not the question asked by Congress.



In Summary

- TPSAC was given a clear science-based Congressional mandate in their charge to evaluate menthol in cigarettes.
- The overwhelming weight of scientific evidence shows no difference in disease, initiation, cessation, or dependence, which is also true across demographic groups.
- TPSAC should keep in mind that Congress' purpose of granting FDA with authority to regulate tobacco was to create order and supervision of the tobacco industry – not create chaos or prohibition.