

Presentation to the Tobacco Product
Scientific Advisory Committee of the Food
& Drug Administration

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February 10, 2011

Article

The Impact of Menthol Cigarettes on Smoking Initiation among Non-Smoking Young Females in Japan

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Methods

- Industry intent to market to young women
 - Source: Industry documents
- Industry design and marketing of menthol cigarettes
 - Source: Industry documents
- Impact on initiation among young females
 - Sources: Industry documents; Japanese National Health and Nutrition Survey; Osaki adolescent study
 - Validates previous research on initiation among youths and menthol

Quotes from internal industry documents describing the appeal of menthol brands and intent to target to young women

Theme	Source	Quotes
Intent to grow the menthol segment and reach young women	BAT, 1996	“Given the growing importance of females and the long-term growth history of menthol slims, it seems advisable to try to participate in this slims segment.” [33]
	PM, 1995	“The growing young adult female segment in Japan has been identified as a market opportunity for further growth.” [34]
	PM, 1993	“Menthol products, though still small in volume terms, represent one of the strongest growth categories in Asia, particularly outside traditionally menthol markets like the Philippines.” [35]
	PM, 1991	“Menthol should have potential in any market in which the percentage of female smokers is growing.” [30]

Additional quotes from internal industry documents describing the potential appeal of menthol brands and targeting of young women

Theme	Source	Quotes
Perception of menthol brands	BW, 1994	“The menthol segment in Japan has long been identified with ‘lightness,’ being dominated by Virginia Slim Lights Menthol, Salem Lights, Salem Slim Lights, and Sometime Lights.” [28]
	PM, 1991	“The desire for a “lighter” cigarette was an important underlying motive for switching to menthol cigarettes.” [20]
	PM, 1991	[From focus group testing]: “More like candy than ordinary cigarettes/ Ordinary cigarettes and menthol cigarettes are completely different.” [20]
	PM, 1991	“Female menthol smokers were generally more satisfied with menthol cigarettes than male menthol smokers, as current menthol cigarettes fulfilled a greater range of needs for females (particularly psychological needs, such as fashionableness, expression of femininity).” [20]
Menthol attracts newer smokers	RJR, 1996	“Movement to low tar and menthol is partially “trendy/modern” and partially personal concern. Also females/young adults coming to market now often start with low tar or menthol brands.” [29]
	PM, 1991	“I strongly suspect that, as was true in the US, especially for Kool and partially for Salem, where the menthol share is growing, it is not doing so by attracting smokers with established tastes, but by attracting new smokers.... new smokers may be young beginning smokers, newly “liberated” females of any age, or people of any age just beginning to acquire the economic status required to smoke manufactured cigarettes.” [30]
	PM, 1988	“...these younger smokers also show considerable interest in menthol cigarettes”. [31]
	PM, 1985	“The menthol market could develop quite rapidly as there is considerable interest in cigarettes with a cool refreshing flavor. Its main source of business is likely to be new younger smokers of both sexes.”[32]

Title: Project “Fresh Start”

Market research firm report to Philip Morris on focus groups in Asia regarding menthol, 1992.

“Other than the ‘younger age’ perception, respondents also think that menthol smokers will be of short smoking history. Menthol brands are easier to start with.

- *‘Menthol cigarettes are lighter in strength. It is more comfort to throat especially to new smokers.’*
- *‘New starters usually cannot adapt to the brands like Marlboro, Camel, 555. Menthol cigarettes are much less strong in strength and easier to adapt with.’ ”*


PIANISSIMO
Super Slims Menthol ONE

キュッと極細スリム。
 ピアニッシモ・スーパースリム・メンソール・ワン
タール1mg・ニコチン0.1mg・440円

20
 1mg
 menthol

PIANISSIMO
 Super Slims
 Menthol
 ONE
 20 Sticks

吸殻は、おたがにとって
 灰皿中の灰層を空
 けます。
 灰層の厚みによって、吸殻
 中の灰層がこぼれやす
 くなる場合があります。こぼ
 れた灰層は、おたがに
 取り除いてください。
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ムービーで感じるピアニッシモ・スーパースリム

ピアニッシモ・スーパースリムについて



2008年8月

衝撃、あらわる。

BL CK



強靱メンソール。

マールポロ ブラックメンソール 8mg ¥320

2008 Aug

Impact (or Shock),
appearance

Strong menthol

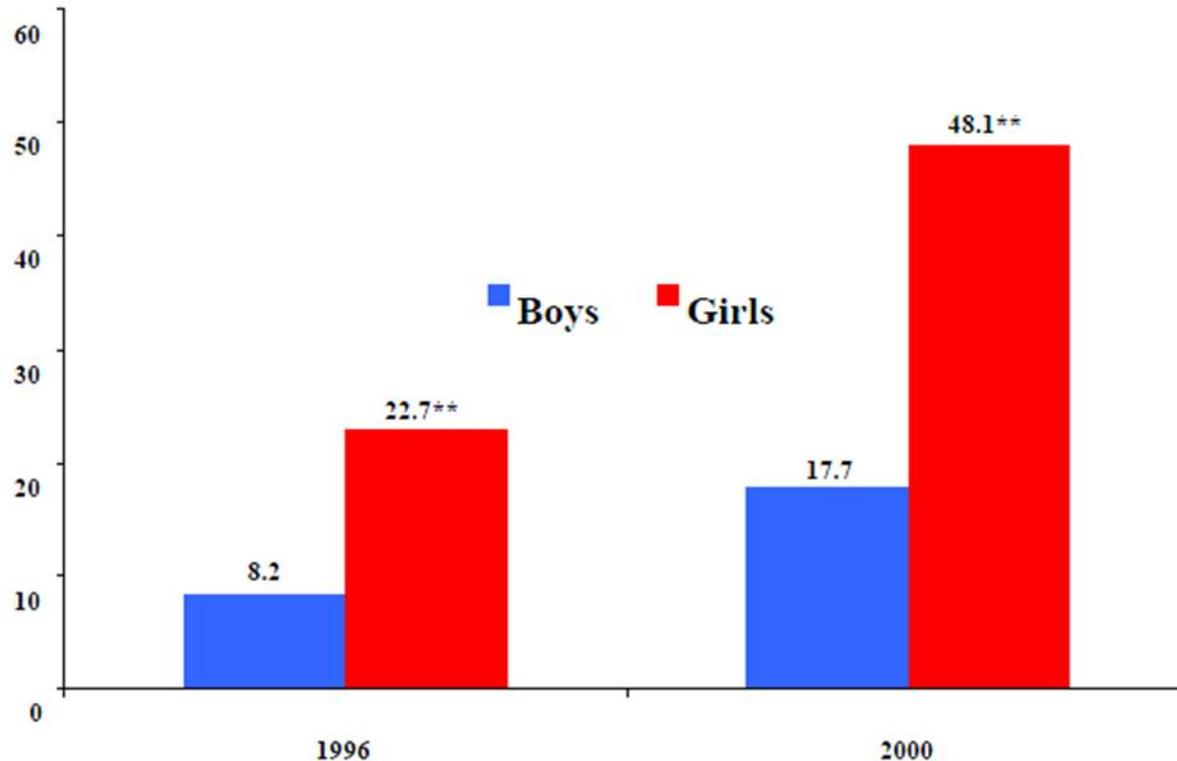
Marlboro Black Menthol

PMI analysis of the image profile of major menthol brand styles in Japan and reverse engineering of same products, 1998

	Salem Pianissimo (100's slim)	VSLM (100's slim)	Marlboro Lts. M (KS)
	"Major" and "Widely" Acceptable		
<i>Basic Value</i>	"low smoke/low odor" and "1mg tar" cigarette for women	"basic" women's cigarette	"KS" and "higher tar" cigarette which even women can smoke
<i>Image value</i>	Feminine; Natural/Soft women	Feminine; Independent women	Not feminine; Women with strong personality

Parameter	Salem Pianissimo (100's slim)	VSLM (100's slim)	Marlboro Lights Menthol (KS)
<i>Nicotine/Puff (mg) (ISO)</i>	0.01	0.05	0.08
<i>Tar/Puff (mg) (ISO)</i>	0.15	0.63	1.13
<i>Menthol (Rod %)</i>	1.28	0.82	0.57

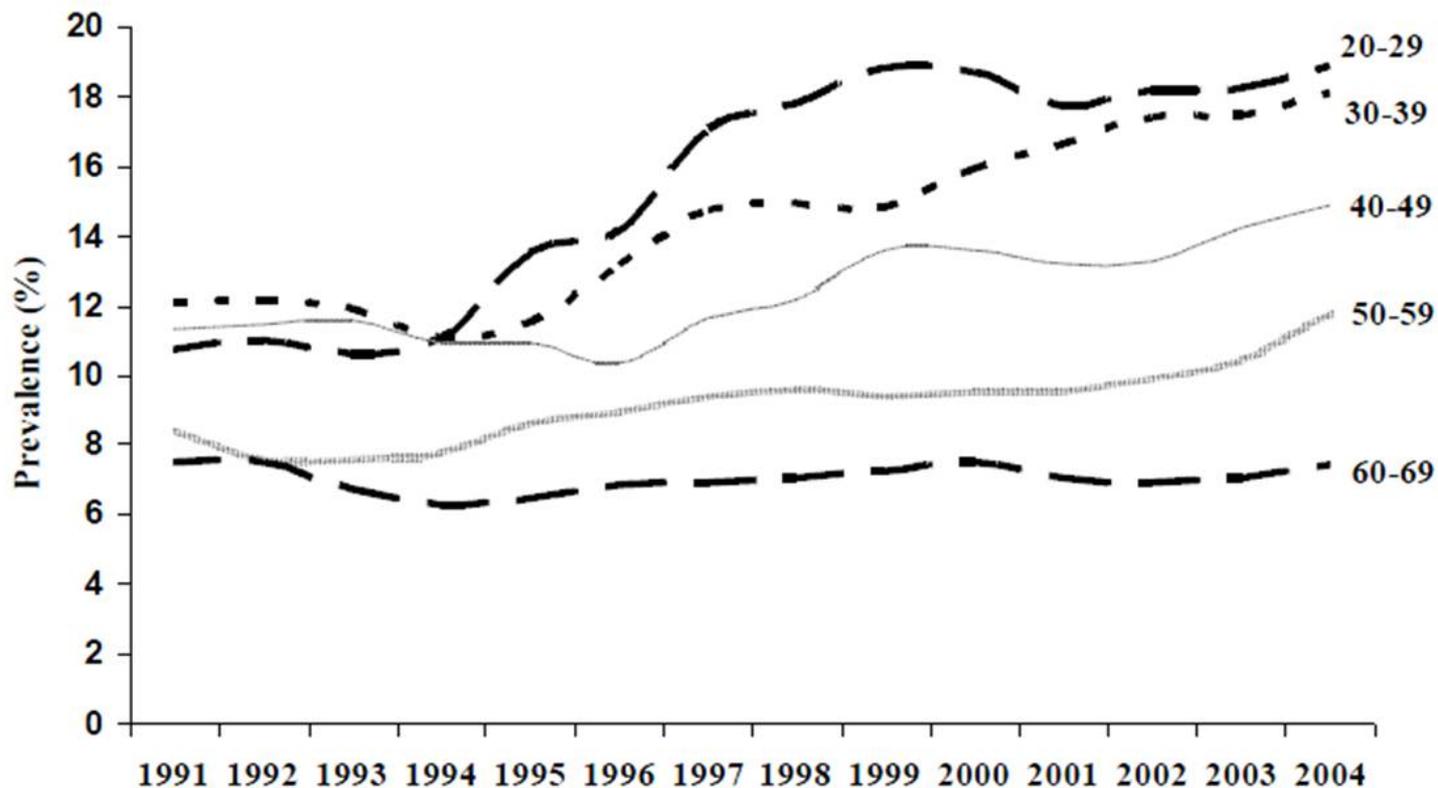
Share of menthol brand preference among Japanese adolescents by gender (1996 & 2000)



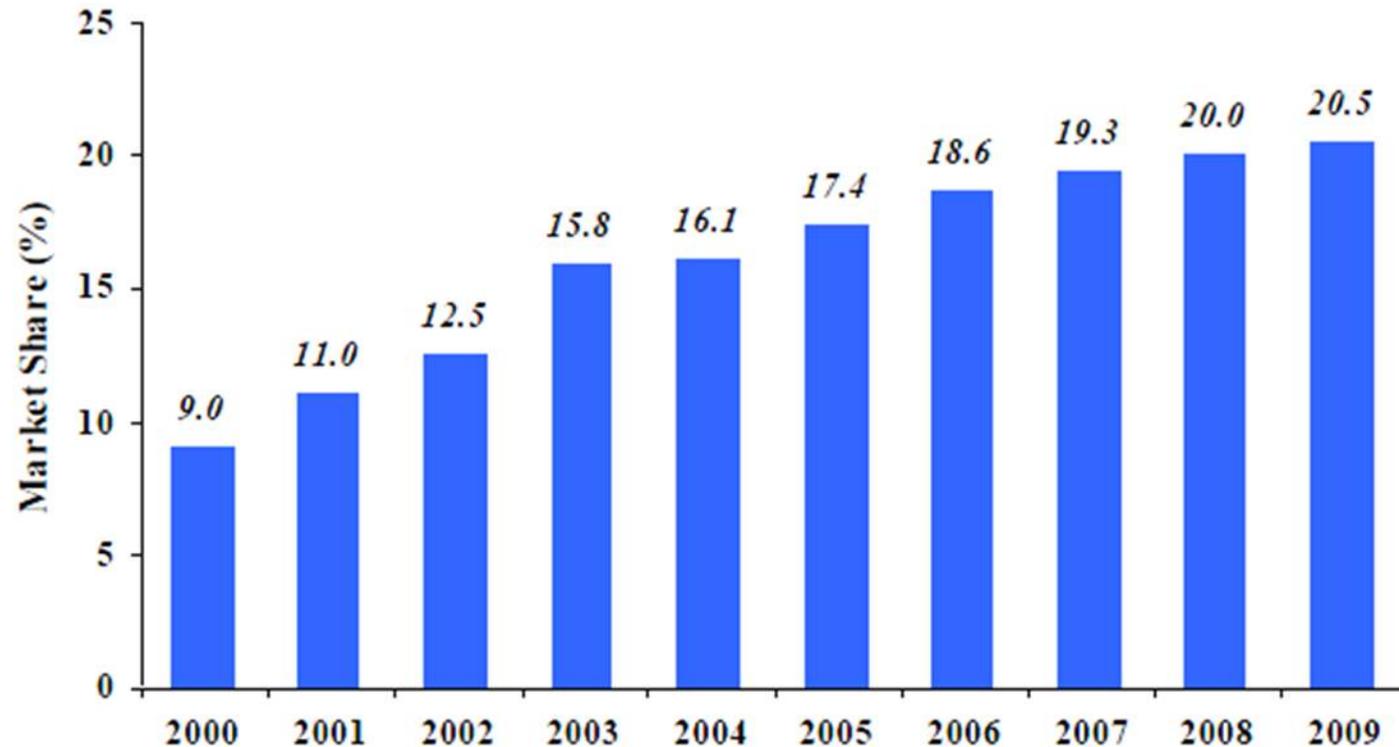
**Two sample test for equality of proportions significant difference among gender groups at the 95% significance level ($p < .001$ in 1996 & $p < .001$ in 2000).

Japanese Female Smoking prevalence

Three year moving average of female Japanese smoking prevalence by 10-year age groups



Menthol Share of the Japanese Cigarette Market (2000-2009)



Tobacco Industry Control of Menthol in Cigarettes and Targeting of Adolescents and Young Adults

| Jennifer M. Kreslake, MPH, Geoffrey Ferris Wayne, MA, Hillel R. Alpert, ScM, Howard K. Koh, MD, MPH, and Gregory N. Connolly, DMD, MPH

The future of the tobacco industry depends on maintaining current users and recruiting new users to replace older smokers who quit or die from tobacco-related diseases. The industry develops product innovations to encourage experimentation and use among targeted groups. Although the primary goal is to promote or maintain nicotine addiction, new products can also enhance appeal, facilitate nicotine dosing (the amount, method, and frequency of nicotine ingestion that is characteristic of cigarette smoking), and mask toxic and irritating effects.

Objectives. We examined whether tobacco manufacturers manipulate the menthol content of cigarettes in an effort to target adolescents and young adults.

Methods. We analyzed data from tobacco industry documents describing menthol product development, results of laboratory testing of US menthol brands, market research reports, and the 2006 National Survey on Drug Use and Health.

Results. The tobacco industry attracted new smokers by promoting cigarettes with lower menthol content, which were popular with adolescents and young adults, and provided cigarettes with higher menthol content to long-term smokers. Menthol cigarette sales remained stable from 2000 to 2005 in the United States, despite a 22% decline in overall packs sold.

Conclusions. Tobacco companies manipulate the sensory characteristics of cigarettes, including menthol content, thereby facilitating smoking initiation and nicotine dependence. Menthol brands that have used this strategy have been the most successful in attracting youth and young adult smokers and have grown in popu-

Conclusion

Menthol is a major contributor to initiation among young non-smokers

Measuring Menthol Effects

Industry Methods

(See Written Submission to TPSAC for complete documentation)

Consumer Attributes Predicted by Menthol Sensory Characteristics

- ❑ Sensory Panel, Quantitative Descriptive Analysis
- ❑ Correlation, Factor Analysis, Regression Analysis

Consumer Attribute	Menthol Sensory Characteristics
Strength	Menthol Intensity, Minty Flavor, Cooling Aftertaste