

REDUCED RISK

TOP OF
FRONT PANEL



BOTTOM OF
FRONT PANEL

VERY LOW NICOTINE*

PARE Cigarettes expose you to less nicotine, an addictive chemical. Less nicotine may help you better manage your smoking. Studies show that by smoking PARE Cigarettes, you should crave nicotine less. That can help you decide when or if you smoke.



PARE

REGULAR

20 CLASS A CIGARETTES

BACK OF PACK

FIRST NAME: _____

CITY: _____

DATE/TIME: _____

TOP OF FRONT PANEL

VERY LOW NICOTINE*

Nicotine is an addictive chemical. PARE can help you make your own choice about smoking.

*Pare Cigarettes have 95% less nicotine than the three leading US brands.

BOTTOM OF FRONT PANEL

The Tobacco Smoke From PARE Cigarettes Is No Safer Than Smoke From Any Other Cigarette.

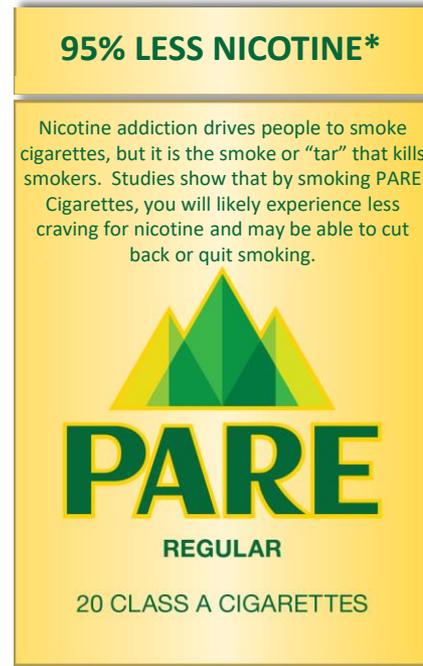
BACK OF PACK

PARE Cigarettes expose you to less nicotine, an addictive chemical. Less nicotine may help you better manage your smoking. Studies show that by smoking PARE Cigarettes, you should crave nicotine less. That can help you decide when or if you smoke.

TOP OF
FRONT PANEL



BOTTOM OF
FRONT PANEL



BACK OF PACK

FIRST NAME: _____

CITY: _____

DATE/TIME: _____

TOP OF FRONT PANEL

95% LESS NICOTINE*

Nicotine is an addictive chemical that creates an urge to smoke. PARE Cigarettes may help reduce that craving.

*Compared to the three leading US cigarettes.

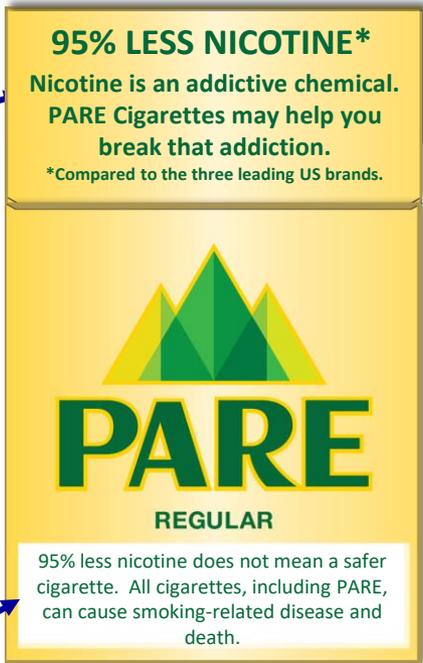
BOTTOM OF FRONT PANEL

If you continue to smoke, PARE Cigarettes Present the Same Health Risks as Traditional Cigarettes.

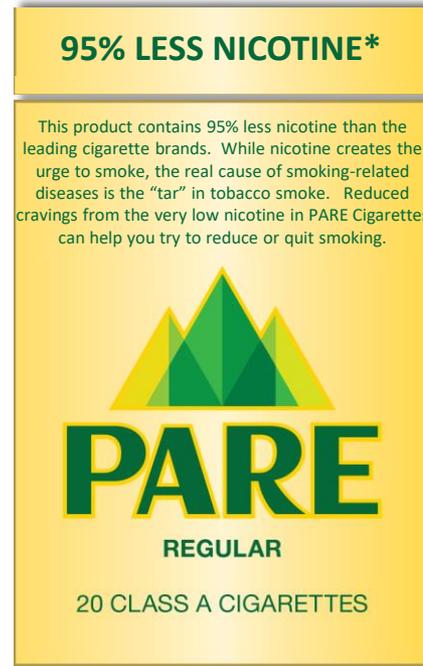
BACK OF PACK

Nicotine addiction drives people to smoke cigarettes, but it is the smoke or “tar” that kills smokers. Studies show that by smoking PARE Cigarettes, you will likely experience less craving for nicotine and may be able to cut back or quit smoking.

TOP OF
FRONT PANEL



BOTTOM OF
FRONT PANEL



BACK OF PACK

FIRST NAME: _____

CITY: _____

DATE/TIME: _____

TOP OF FRONT PANEL

95% LESS NICOTINE*

Nicotine is an addictive chemical. PARE Cigarettes may help you break that addiction.

*Compared to the three leading US brands.

BOTTOM OF FRONT PANEL

95% less nicotine does not mean a safer cigarette. All cigarettes, including PARE, can cause smoking-related disease and death.

BACK OF PACK

This product contains 95% less nicotine than the leading cigarette brands.

While nicotine creates the urge to smoke, the real cause of smoking-related diseases is the “tar” in tobacco smoke. Reduced cravings from the very low nicotine in PARE Cigarettes can help you try to reduce or quit smoking.

TOP OF
FRONT PANEL



BOTTOM OF
FRONT PANEL



BACK OF PACK

FIRST NAME: _____

CITY: _____

DATE/TIME: _____

TOP OF FRONT PANEL

VERY LOW NICOTINE

The tobacco in PARE Cigarettes contains 95% less nicotine*, an addictive chemical. Smoking PARE may help you choose to reduce or quit your smoking.

*Compared to the three leading US brands.

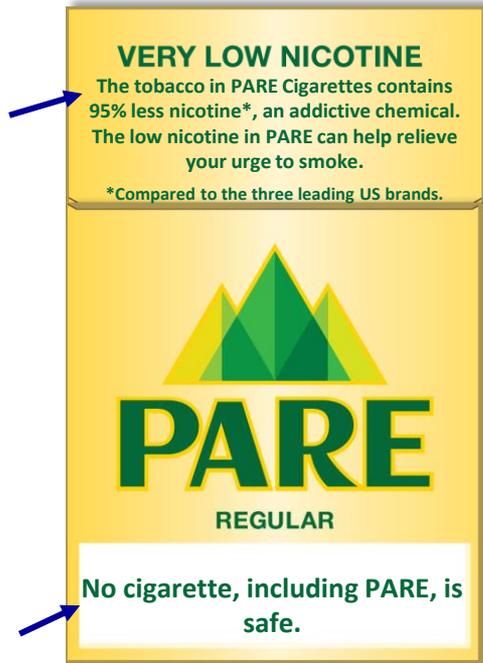
BOTTOM OF FRONT PANEL

This cigarette is not a safe alternative to traditional cigarettes

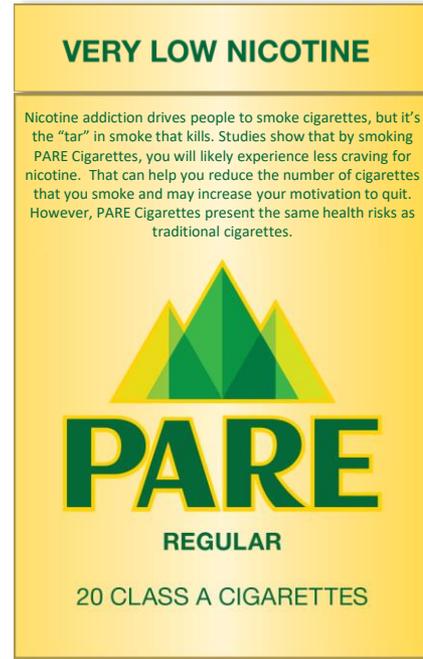
BACK OF PACK

PARE Cigarettes contain very low levels of nicotine, which increases the urge to smoke. By smoking PARE Cigarettes, you will likely experience less craving for nicotine. That can help you reduce the number of cigarettes that you smoke and may increase your motivation to quit.

TOP OF
FRONT PANEL



BOTTOM OF
FRONT PANEL



BACK OF PACK

FIRST NAME: _____

CITY: _____

DATE/TIME: _____

TOP OF FRONT PANEL

VERY LOW NICOTINE

The tobacco in PARE Cigarettes contains 95% less nicotine*, an addictive chemical. The low nicotine in PARE can help relieve your urge to smoke.

*Compared to the three leading US brands.

BOTTOM OF FRONT PANEL

No cigarette, including PARE, is safe.

BACK OF PACK

Nicotine addiction drives people to smoke cigarettes, but it's the "tar" in smoke that kills. Studies show that by smoking PARE Cigarettes, you will likely experience less craving for nicotine. That can help you reduce the number of cigarettes that you smoke and may increase your motivation to quit. However, PARE Cigarettes present the same health risks as traditional cigarettes.