

REDUCED EXPOSURE

TOP OF
FRONT PANEL



BOTTOM OF
FRONT PANEL



BACK OF PACK

FIRST NAME: _____

CITY: _____

DATE/TIME: _____

TOP OF FRONT PANEL

VERY LOW NICOTINE

PARE Cigarettes Contain 95% Less Nicotine Than Leading Brands*

* compared to the top 3 selling US brands.

BOTTOM OF FRONT PANEL

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

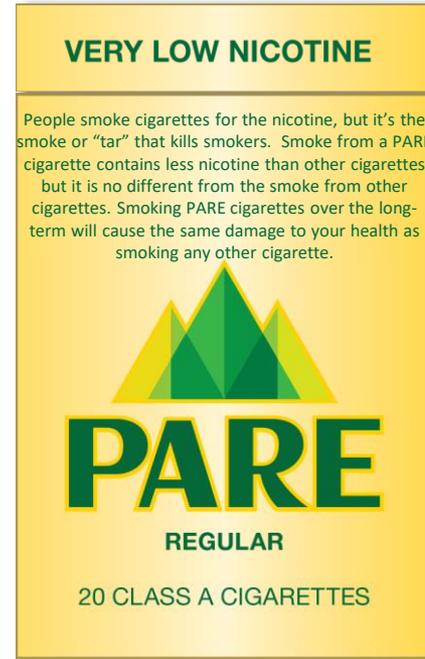
BACK OF PACK

PARE exposes you to significantly less nicotine, an addictive chemical.

TOP OF
FRONT PANEL



BOTTOM OF
FRONT PANEL



BACK OF PACK

FIRST NAME: _____

CITY: _____

DATE/TIME: _____

TOP OF FRONT PANEL

VERY LOW NICOTINE

Nicotine is an addictive chemical. PARE Cigarettes Contain 95% Less
Nicotine Than the 3 Leading US Brands

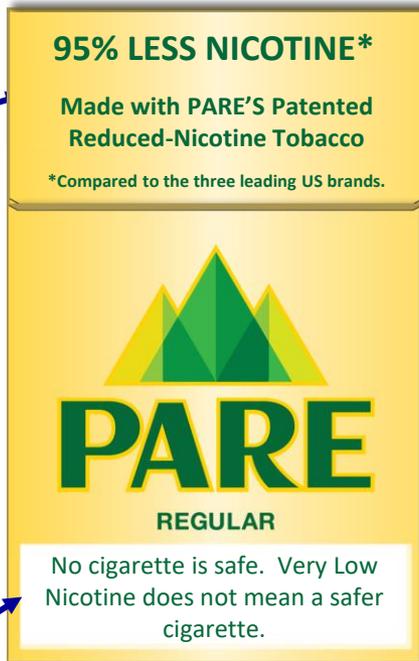
BOTTOM OF FRONT PANEL

No Cigarette Is Safe. PARE Cigarettes Present the Same Health Risks as
Traditional Cigarettes.

BACK OF PACK

People smoke cigarettes for the nicotine, but it's the smoke or "tar" that
kills smokers. Smoke from a PARE cigarette contains less nicotine than
other cigarettes but it is no different from the smoke from other
cigarettes. Smoking PARE cigarettes over the long-term will cause the
same damage to your health as smoking any other cigarette.

TOP OF
FRONT PANEL



BOTTOM OF
FRONT PANEL

95% LESS NICOTINE*

This product contains much lower levels of nicotine, a chemical which can increase the urge to smoke. However, it is "tar", not nicotine, that causes smoking-related diseases. The "tar" produced by PARE is comparable to "tar" produced by other cigarettes.

BACK OF PACK



20 CLASS A CIGARETTES

FIRST NAME: _____

CITY: _____

DATE/TIME: _____

TOP OF FRONT PANEL

95% LESS NICOTINE*

Made with PARE'S Patented Reduced-Nicotine Tobacco

*Compared to the three leading US brands.

BOTTOM OF FRONT PANEL

No cigarette is safe. Very Low Nicotine does not mean a safer cigarette.

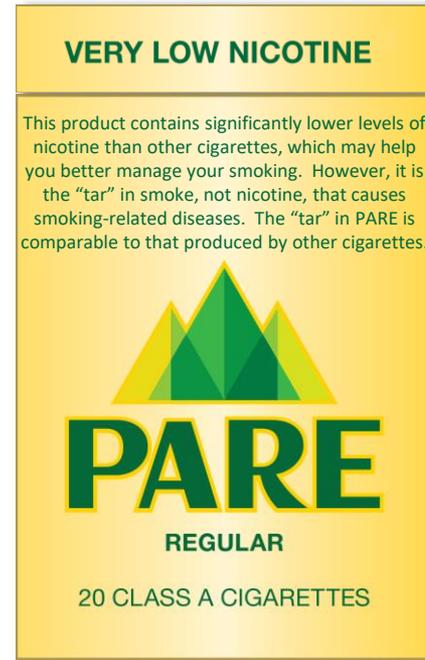
BACK OF PACK

This product contains much lower levels of nicotine, a chemical which can increase the urge to smoke. However, it is "tar", not nicotine, that causes smoking-related diseases. The "tar" produced by PARE is comparable to "tar" produced by other cigarettes.

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 than the three leading US brands.

BOTTOM OF FRONT PANEL

This cigarette is not a safe alternative to traditional cigarettes

BACK OF PACK

This product contains significantly lower levels of nicotine than other cigarettes, which may help you better manage your smoking. However, it is the “tar” in smoke, not nicotine, that causes smoking-related diseases. The “tar” in PARE is comparable to that produced by other cigarettes.

TOP OF
FRONT PANEL



BOTTOM OF
FRONT PANEL



BACK OF PACK

FIRST NAME: _____

CITY: _____

DATE/TIME: _____

TOP OF FRONT PANEL

VERY LOW NICOTINE*

PARE Cigarettes Contain 95% Less Nicotine Than Leading Brands

* compared to the top 3 selling brands.

BOTTOM OF FRONT PANEL

PARE Cigarettes Are No Safer Than Any Other Cigarette.

BACK OF PACK

All tobacco products contain nicotine, an addictive chemical. PARE Cigarettes give you much less nicotine than competing brands. However, smoking PARE is no safer than smoking any other cigarette.