

RR #1

**PRIVILEGED AND CONFIDENTIAL
DO NOT REMOVE FROM FACILITY**

FIRST NAME: _____

CITY: _____

DATE/TIME: _____

TOP OF FRONT PANEL

VERY LOW NICOTINE

Nicotine is an addictive chemical. PARE's reduced-nicotine tobacco can help reduce cravings and end smoking.

*Versus the three leading US brands.

BOTTOM OF FRONT PANEL

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

BACK OF PACK

A PARE Cigarette contains s less than 0.6 mg nicotine, an addictive chemical. Studies show that by reducing your nicotine intake, you may crave nicotine less, enabling you to cut back or quit.

www.parecigarettes.com

RR #2

**PRIVILEGED AND CONFIDENTIAL
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FIRST NAME: _____

CITY: _____

DATE/TIME: _____

TOP OF FRONT PANEL

95% LESS NICOTINE*

PARE Can Help Reduce Cravings Caused by Nicotine.

*Compared to the three leading US brands.

BOTTOM OF FRONT PANEL

No cigarette, including PARE, is safe.

BACK OF PACK

Addiction to nicotine drives people to smoke, but other harmful chemicals in cigarettes cause tobacco-related diseases. Studies show that by smoking PARE, you will likely experience less craving for nicotine and may be able to cut back or quit.

For more information, go to www.parecigarettes.com

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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 diseases and death.

BACK OF PACK

While nicotine creates the urge to smoke, smoking-related disease is caused by other harmful chemicals in cigarettes. Reduced cravings from the very low nicotine in PARE can help you reduce or quit smoking.

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FIRST NAME: _____

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TOP OF FRONT PANEL

95% LESS NICOTINE*

Nicotine is an addictive chemical. The very low nicotine in PARE may help relieve the urge to smoke.

*Compared to the three leading US brands.

BOTTOM OF FRONT PANEL

Very Low Nicotine cigarettes are less addictive, but just as toxic. Your best option is to quit.

BACK OF PACK

Nicotine creates the urge to smoke. Studies show that Very Low Nicotine smokers will likely experience less craving for nicotine over time. That can help reduce the number of cigarettes smoked and increase your motivation to quit.