

RE #1

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

FIRST NAME: _____

CITY: _____

DATE/TIME: _____

TOP OF FRONT PANEL

VERY LOW NICOTINE

PARE Cigarettes Contain 95% Less Nicotine Than Leading Brands*

* Approximately 95% less nicotine in tobacco and smoke compared to the top 3 selling brands.

BOTTOM OF FRONT PANEL

**The Tobacco 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.

RE #2

**PRIVILEGED AND CONFIDENTIAL
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FIRST NAME: _____

CITY: _____

DATE/TIME: _____

RE #2

TOP OF FRONT PANEL

VERY LOW NICOTINE

Nicotine is an addictive chemical. PARE Cigarettes Contain Less than
5% of the Nicotine of Leading Brands*

*Compared to the top 10 best-selling 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 to get 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.

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TOP OF FRONT PANEL

VERY LOW NICOTINE

Made with PARE'S Patented Reduced-Nicotine Tobacco*

*The tobacco in PARE Cigarettes Contains Less Than 5% of the nicotine of the three leading US cigarettes.

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, an addictive chemical. However, it is "tar", not nicotine, that causes smoking-related diseases. The "tar" produced by PARE is comparable to "tar" produced by other cigarettes.

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DATE/TIME: _____

TOP OF FRONT PANEL

VERY LOW NICOTINE

This product is made with tobacco containing very low levels of
nicotine, an addictive chemical*

*The tobacco in PARE Cigarettes Contains Less Than 5% of the nicotine of the
three leading US cigarettes.

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 “tar”, not nicotine, that
causes smoking-related diseases. The “tar” in PARE is
comparable to “tar” produced by other cigarettes.

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TOP OF FRONT PANEL

VERY LOW NICOTINE

PARE Cigarettes Contain 95% Less Nicotine Than Leading Brands*

* Approximately 95% less nicotine in tobacco and smoke 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.