

**Paperwork Reduction Act Statement**

The public reporting burden for this collection of information has been estimated to average 1.1 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.

*An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number.*

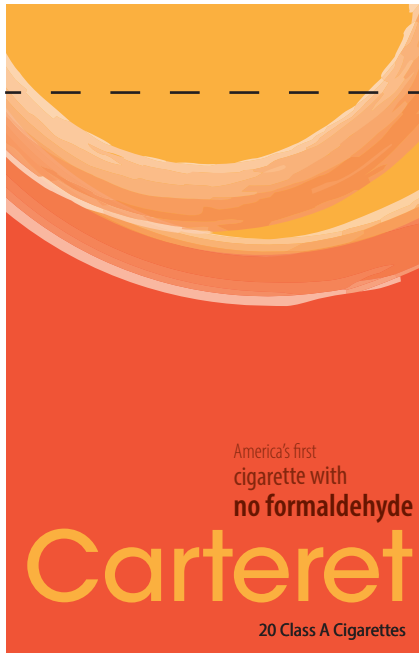
Examples of statement text. (*Note: Statements such as these will be displayed to focus group participants on posters and on mock cigarette packages.*)

1. 50% more natural than most cigarettes
2. All the satisfaction you want, with less of the chemicals you don't
3. Certified by an independent scientific panel as containing fewer carcinogens
4. Contains significantly fewer toxins, according to the U.S. Toxicological Association
5. Lower tar
6. Contains significantly less nicotine and carbon monoxide levels compared to regular cigarettes
7. Reduced exposure to cancer-causing chemicals
8. Arsenic-free!
9. America's first cigarette with no formaldehyde
10. Only cigarette with NO acetone—the chemical found in paint thinner
11. 50% lower ethylene oxide
12. Nitrosamine free!
13. Fewer harmful chemicals than other cigarettes
14. Independent scientific panel concluded this product is safer alternative to regular cigarettes
15. Lower risk of lung cancer compared to other brands, according to the U.S. Board of Cancer Prevention
16. Safer alternative to most cigarettes
17. Results in less damage to health
18. Lower risk of heart disease compared to regular cigarettes
19. 100% Natural Organically Grown Tobacco

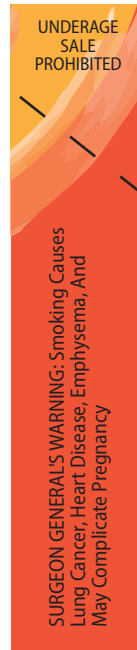
**Appended images that follow are presented as representative examples of what final stimuli will look like. Font style, size and text placement may vary.**



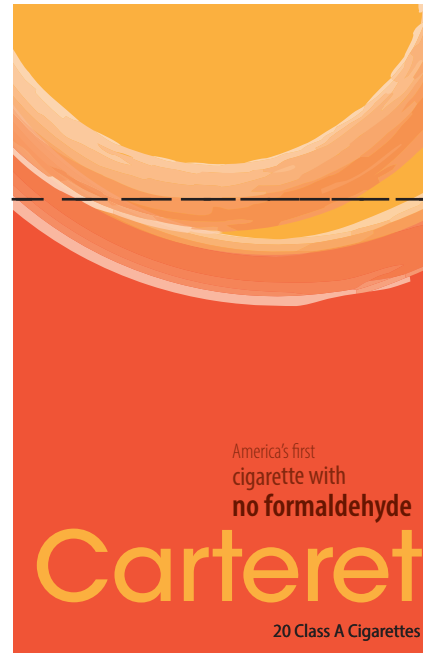
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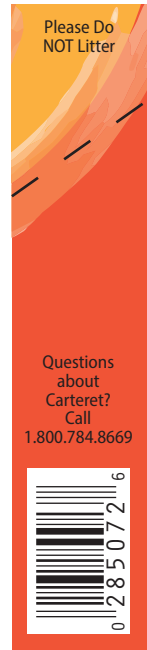
Back



Left Side



Front



Right Side



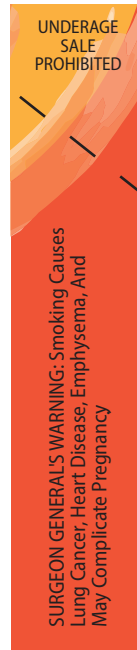
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Top



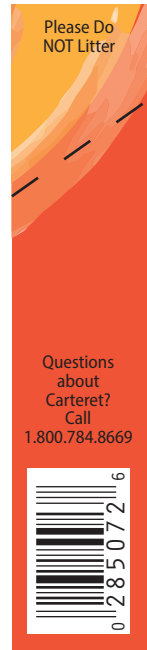
Back



Left Side



Front



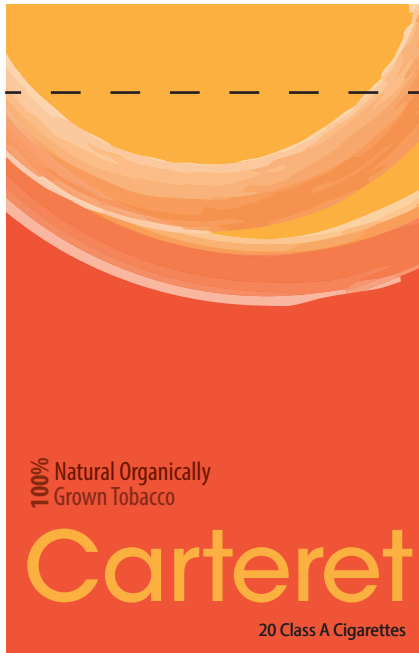
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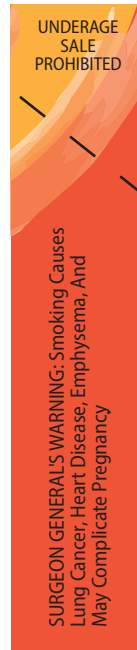
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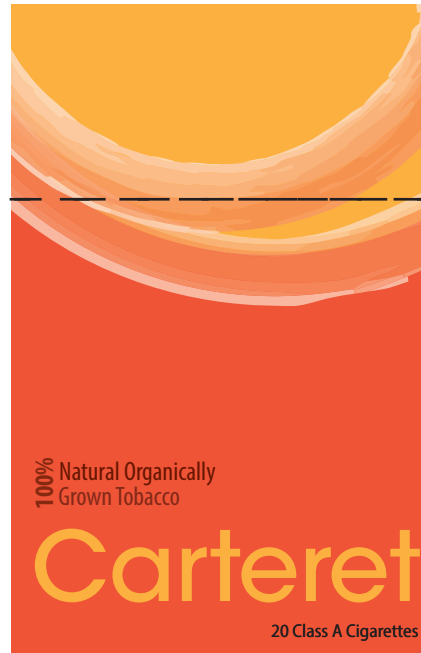
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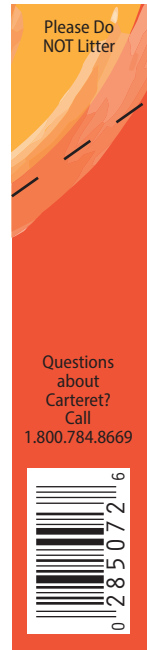
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Left Side



Front



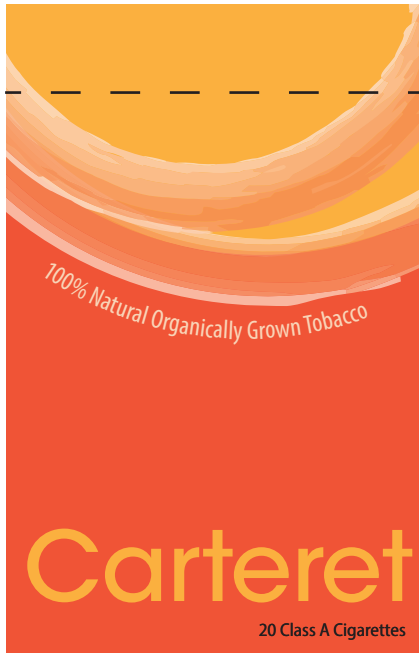
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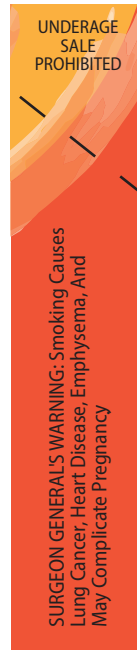
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Top



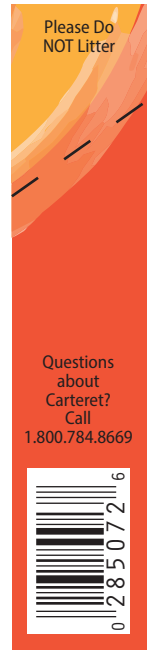
Back



Left Side



Front



Right Side



Bottom



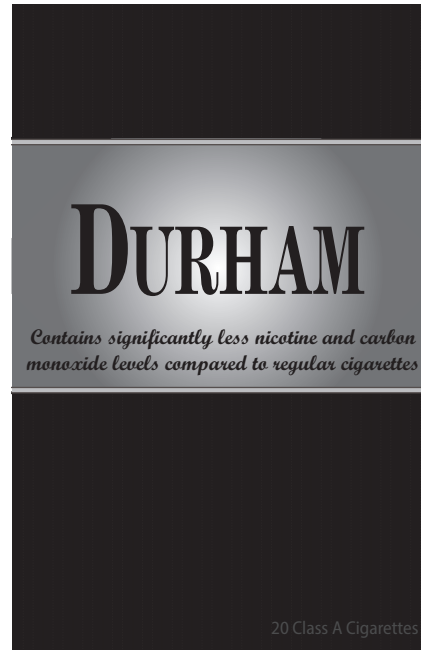
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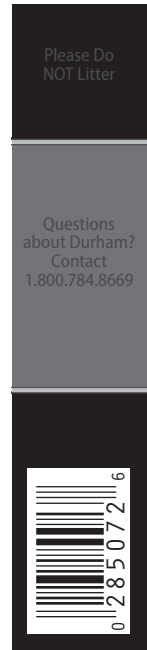
Back



Left Side



Front



Right Side



Bottom



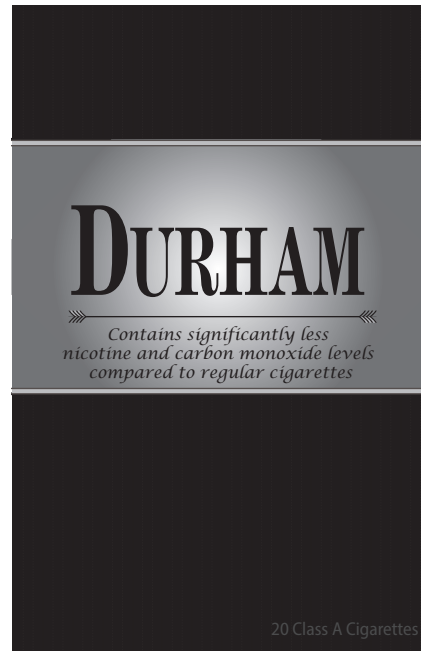
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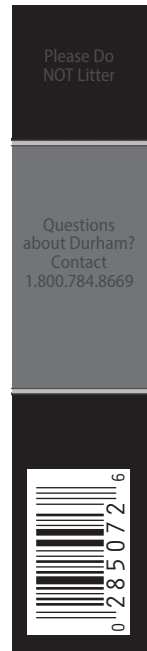
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Left Side



Front



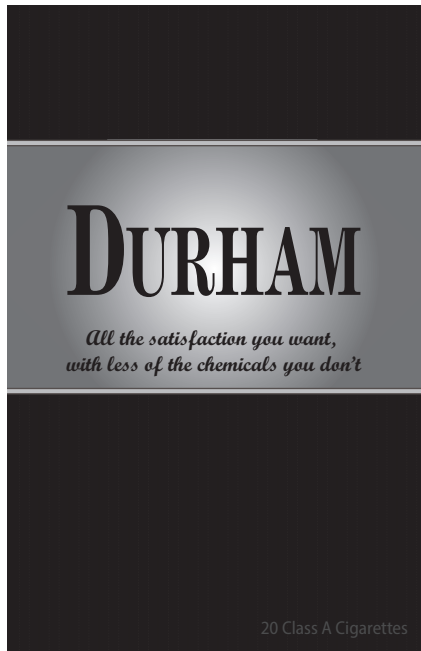
Right Side



Bottom



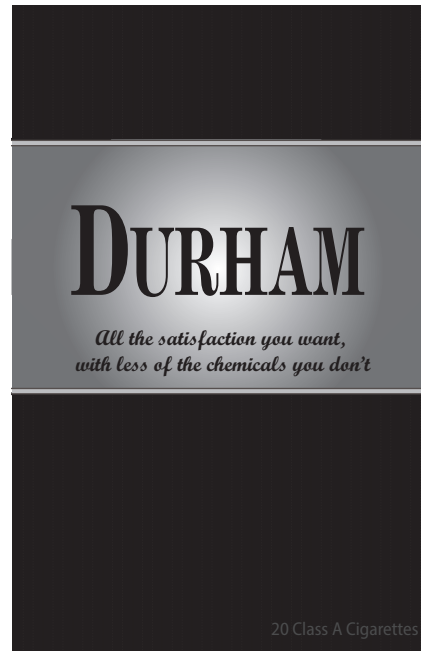
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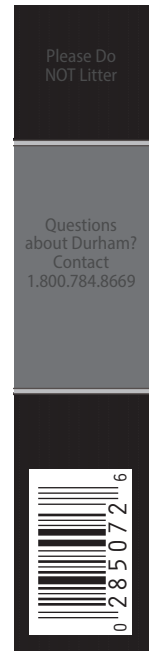
Back



Left Side



Front



Right Side

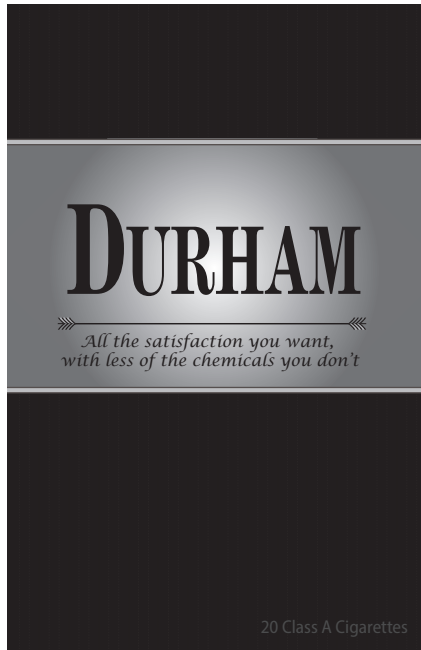


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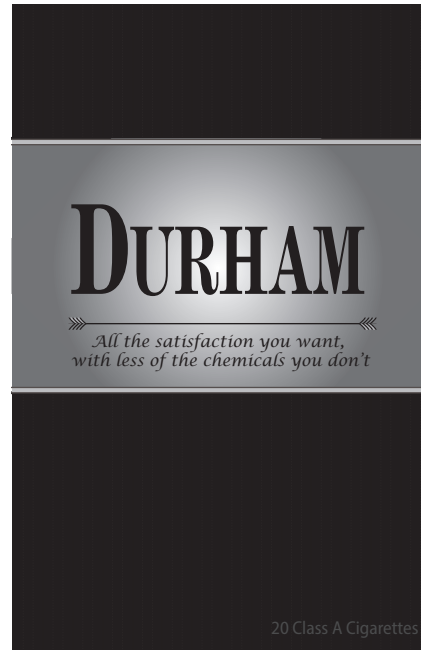
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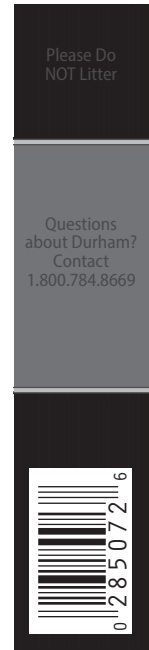
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Left Side



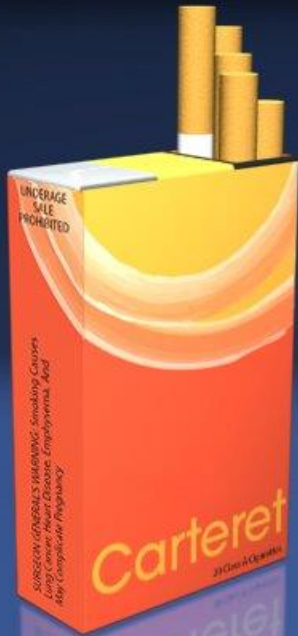
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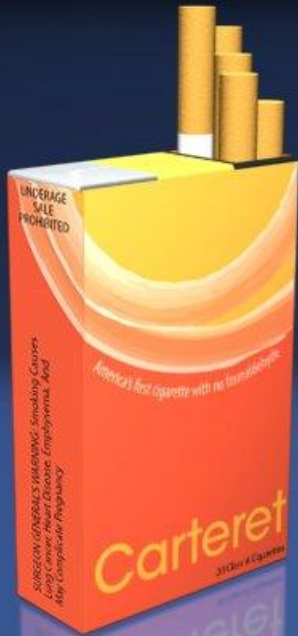


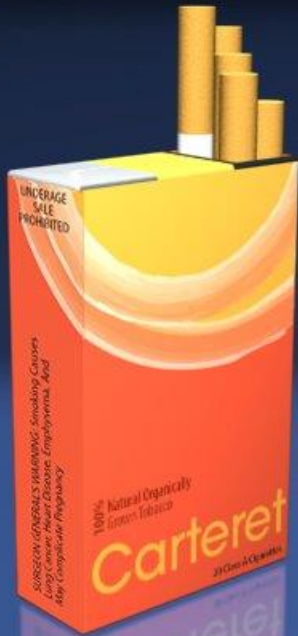
Right Side



Bottom







UNDERAGE  
SALE  
PROHIBITED

*SMOKING CIGARETTES HARMS YOUR HEALTH. Smoking Causes  
Lung Cancer, Heart Disease, Emphysema, And  
May Complicate Pregnancy.*

100% Natural Organically  
Grown Tobacco

**Carteret**

20 Cigs A Cigarette



UNSALE  
DATE  
PROHIBITED

**DURHAM**

SURGEON GENERAL'S WARNING: Smoking Causes  
Lung Cancer, Heart Disease, Emphysema, And  
May Complicate Pregnancy

100 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method.





NO SMOKING  
NO OPEN FLAMES

**DURHAM**

All the satisfaction you want,  
with less of the chemicals you don't.

SURGEON GENERAL'S WARNING: Smoking Causes  
Lung Cancer, Heart Disease, Emphysema, And  
May Complicate Pregnancy

20 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method.