

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