

Study 1. Cigarettes

Project Number: 0212926.006.001

Control Condition (no claim)

All of the four warnings below will be used in these images and will be rotated randomly across participants.

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

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks To Your Health.

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result In Fetal Injury, Premature Birth, And Low Birth Weight.

SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.




Left



Front



Special Select Tobacco



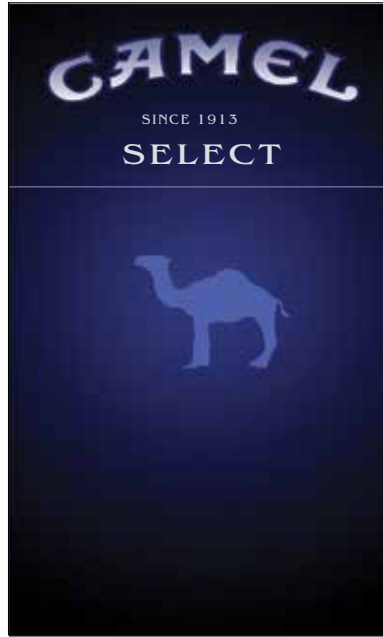
Let the taste
shine through!

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

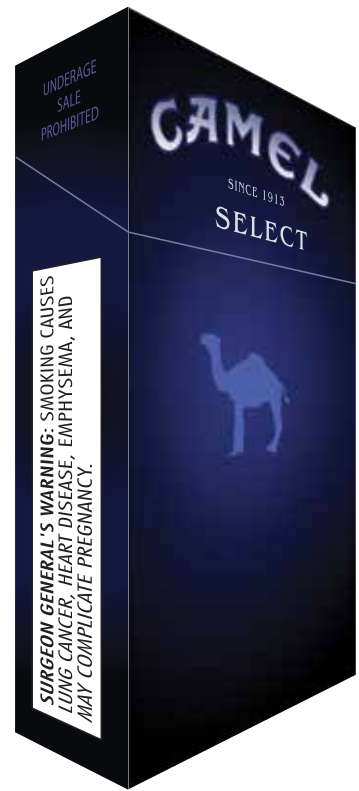
The advertisement features a dark blue background with a subtle light gradient. At the top, the text "Special Select Tobacco" is written in a white, sans-serif font. In the center, a small, three-dimensional image of a Marlboro Select cigarette pack is shown, illuminated from below. Below the pack, the slogan "Let the taste shine through!" is written in a white, sans-serif font. At the bottom, a white rectangular box contains the text: "SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy."




Left



Front



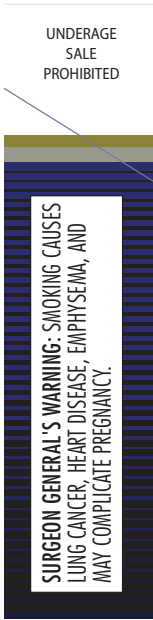
Special Select Tobacco



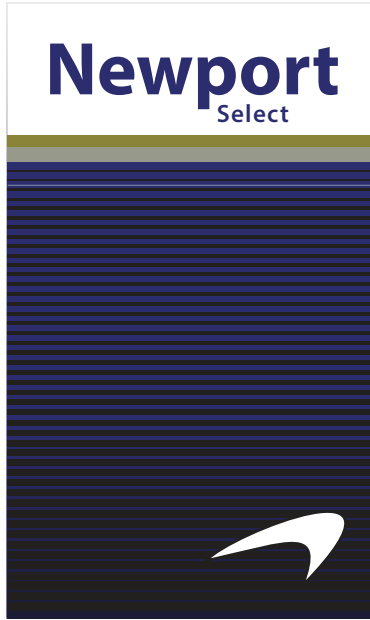
Let the taste
shine through!

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

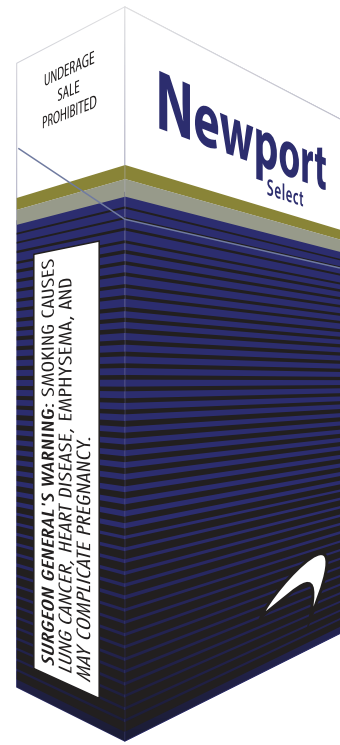
The advertisement features a dark blue background with a subtle light gradient. At the top, the text "Special Select Tobacco" is written in a white, sans-serif font. In the center, a smaller 3D perspective view of the Camel Select cigarette pack is shown, identical in design to the previous images. Below the pack, the slogan "Let the taste shine through!" is written in a white, sans-serif font. At the bottom, a white rectangular box contains the Surgeon General's warning: "SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy."



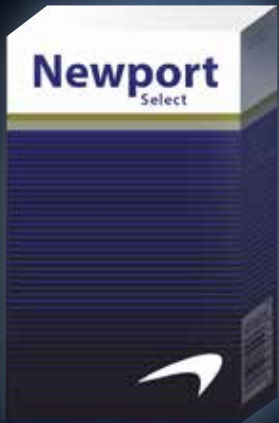
Left



Front



Special Select Tobacco

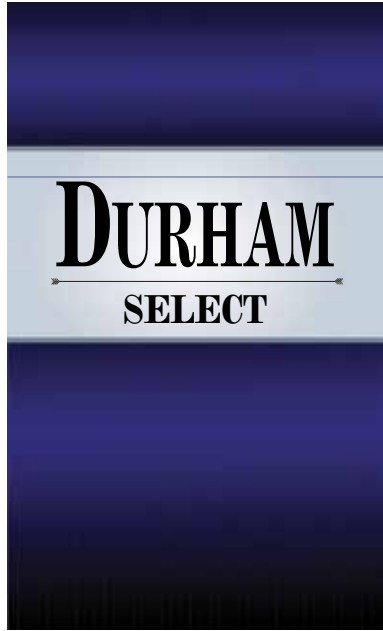


Let the taste shine through!

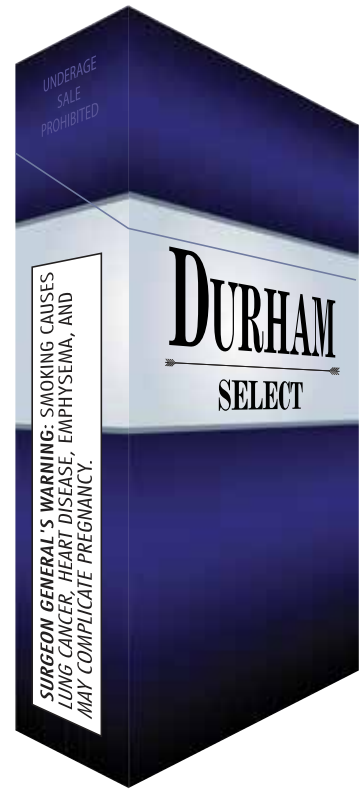
SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.



Left



Front



Special Select Tobacco



Let the taste
shine through!

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

The advertisement features a dark blue background with a subtle light gradient. At the top, the text "Special Select Tobacco" is written in a white, sans-serif font. In the center, a Durham Select cigarette pack is shown in a 3D perspective view, illuminated from the side. Below the pack, the text "Let the taste shine through!" is written in a white, sans-serif font. At the bottom, a white rectangular box contains the Surgeon General's warning: "SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy."

RM Statement (heart disease claim)

All of the four warnings below will be used in these images and will be rotated randomly across participants.

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

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks To Your Health.

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result In Fetal Injury, Premature Birth, And Low Birth Weight.

SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.




Left



Front



Special Select Tobacco

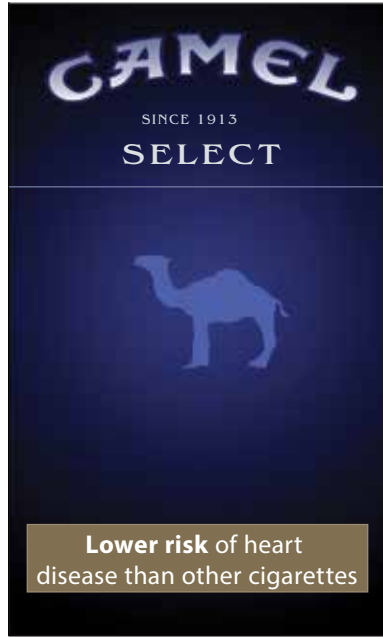


Lower risk of heart disease than other cigarettes

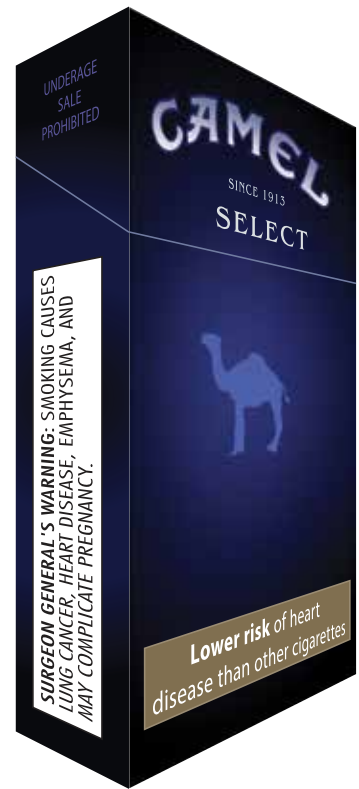
SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.




Left



Front

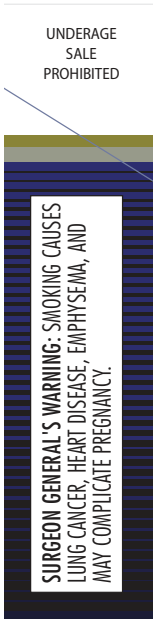


Special Select Tobacco

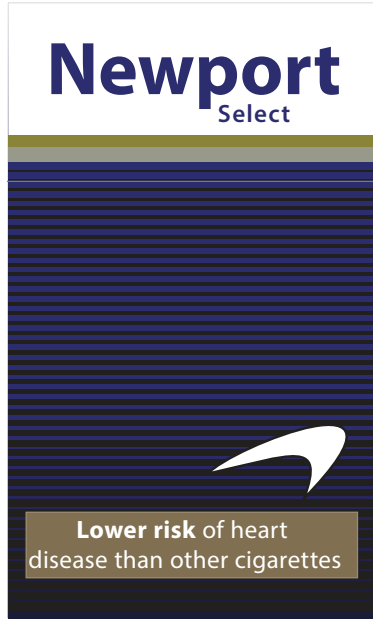


Lower risk of heart disease than other cigarettes

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



Left



Front



Special Select Tobacco



Lower risk of heart disease than other cigarettes

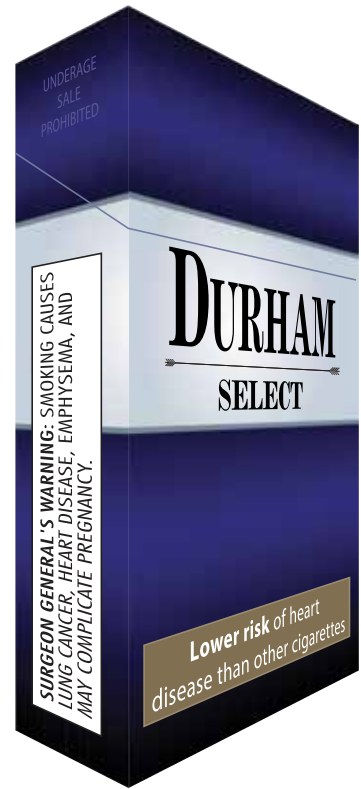
SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.



Left



Front



Special Select Tobacco



Lower risk of heart disease than other cigarettes

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

EM Statement (nitrosamine claim)

All of the four warnings below will be used in these images and will be rotated randomly across participants.

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

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks To Your Health.

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result In Fetal Injury, Premature Birth, And Low Birth Weight.

SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.



Left



Front



Special Select Tobacco

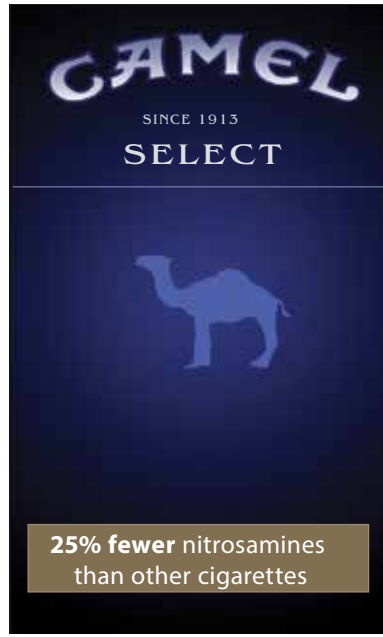


**25% fewer nitrosamines
than other cigarettes**

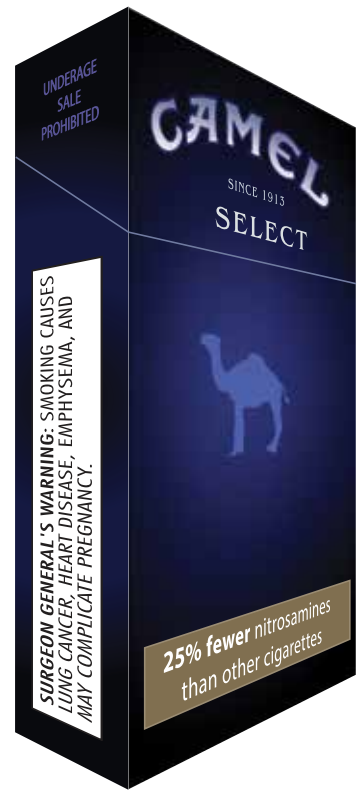
SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.



Left



Front

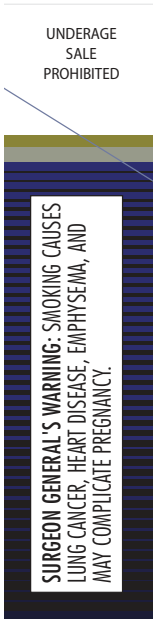


Special Select Tobacco

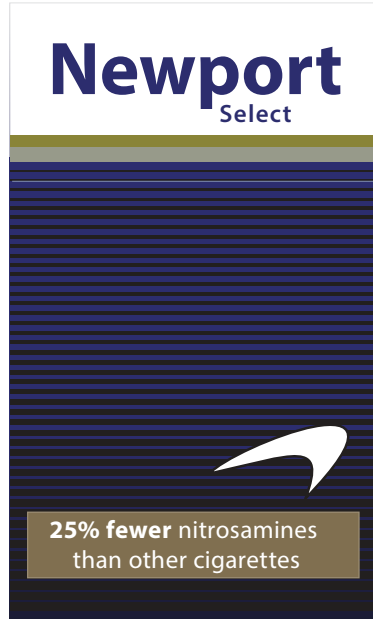


**25% fewer nitrosamines
than other cigarettes**

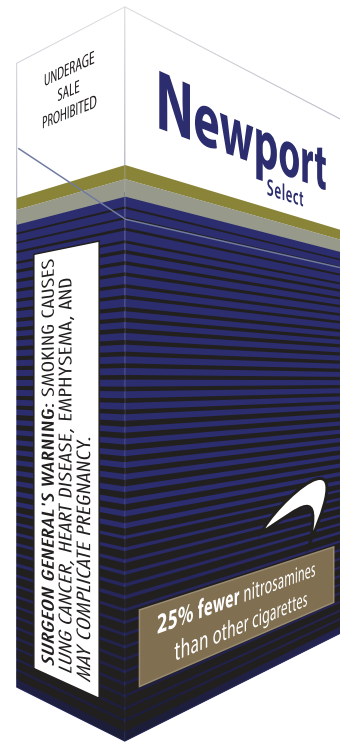
SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.



Left



Front



Special Select Tobacco



25% fewer nitrosamines
than other cigarettes

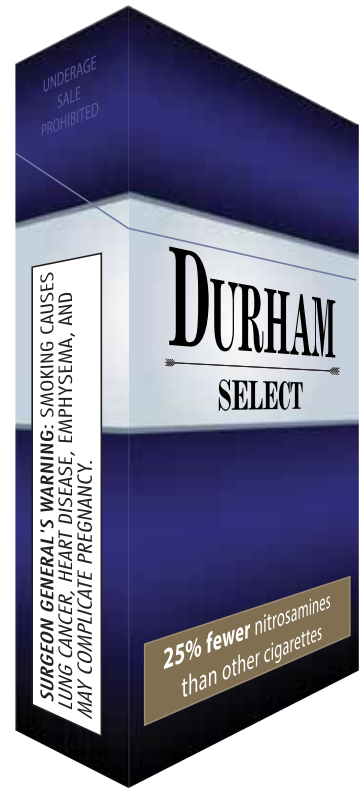
SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.



Left



Front



Special Select Tobacco



**25% fewer nitrosamines
than other cigarettes**

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

Study 2.Smokeless

Project Number: 0212926.006.001

Control Condition (no claim)

All of the four warnings below will be used in these images and will be rotated randomly across participants.

WARNING: This product can cause mouth cancer.

WARNING: This product is not a safe alternative to cigarettes.

WARNING: This product can cause gum disease and tooth loss.

WARNING: Smokeless tobacco is addictive.




Top



Warning

Special Select Tobacco



Let the taste
shine through!

WARNING: This product can cause mouth cancer.

A dark blue rectangular panel with a gradient background. At the top, the text "Special Select Tobacco" is written in a white, sans-serif font. In the center, there is a circular image of the Durham Select SNUS lid, identical to the one in the top-left image. Below the lid, the text "Let the taste shine through!" is written in a white, sans-serif font. At the bottom, a white rectangular box with a black border contains the text "WARNING: This product can cause mouth cancer." in a black, sans-serif font.

RM Statement (cancer claim)

All of the four warnings below will be used in these images and will be rotated randomly across participants.

WARNING: This product can cause mouth cancer.

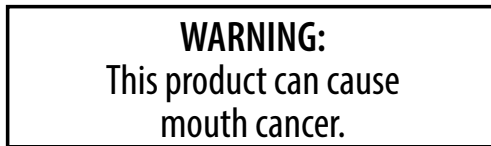
WARNING: This product is not a safe alternative to cigarettes.

WARNING: This product can cause gum disease and tooth loss.

WARNING: Smokeless tobacco is addictive.



Top



Warning



EM Statement (nitrosamine claim)

All of the four warnings below will be used in these images and will be rotated randomly across participants.

WARNING: This product can cause mouth cancer.

WARNING: This product is not a safe alternative to cigarettes.

WARNING: This product can cause gum disease and tooth loss.

WARNING: Smokeless tobacco is addictive.



Top



Warning

Special Select Tobacco



**25% fewer nitrosamines
than cigarettes**

WARNING: This product can cause mouth cancer.

Study 3.Youth

Project Number: 0212926.006.001

Cigarettes

RM Statement:

Lower risk of heart disease than other cigarettes.

EM Statement:

25% fewer nitrosamines than other cigarettes.

Lower risk of heart disease
than other cigarettes

25% fewer nitrosamines
than other cigarettes