

THE DIFFERENCE BETWEEN

CIGARETTE

BURNS
TOBACCO



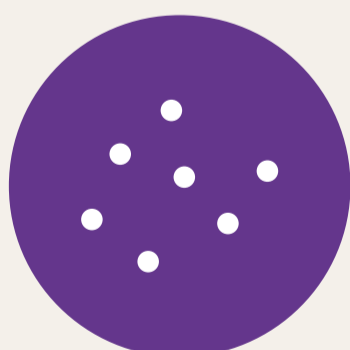
SMOKE



HIGH LEVELS AND
NUMBER OF HARMFUL
AND POTENTIALLY
HARMFUL CHEMICALS



ASH



SMOKE-FREE ALTERNATIVE

DOES NOT
BURN TOBACCO



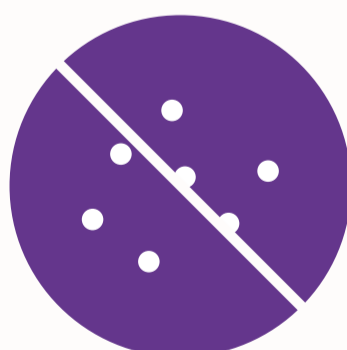
NO SMOKE



SIGNIFICANTLY REDUCED
LEVELS AND NUMBER
OF HARMFUL AND
POTENTIALLY HARMFUL
CHEMICALS



NO ASH



Smoke-free products are not risk-free and are addictive. The benefit described above should be substantiated on a case-by-case basis. The best choice a smoker can make is to quit cigarettes and nicotine completely.

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