

BALANCE

Many smokers complain that the low- 'tar' menthols they've tried have too much menthol and not enough satisfying tobacco flavor.

That's because most low- 'tar' menthols use dense, hard-to-draw filters to cut 'tar' and nicotine, and rely on lots of menthol to cover up the lack of tobacco taste. But lots of menthol can get harsh and overpowering.

Now there's a new way to achieve lower 'tar.' A major manufacturer has developed a blend of tobaccos that are naturally low in 'tar,' so they can make a menthol cigarette that doesn't need a dense, complicated filter. Just a simple one that lets the good tobacco taste come through.

That means they don't need to throw on a lot of menthol. Just enough to give you the balance of menthol refreshment and tobacco satisfaction you couldn't find before.

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HEAVY

If what you like in a cigarette is clean menthol refreshment that's never harsh, you haven't been able to find it in a low 'tar.'

All you've found is either too much menthol that's harsh and overpowering, or too little menthol that's neither refreshing nor satisfying.

Now there's a new low 'tar' that gives you lots of menthol that's never harsh because it's specially softened.

Soft menthol: that's the secret of the first low 'tar' cigarette that delivers a real blast of menthol refreshment that's never harsh.

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A major manufacturer is developing the first low "tar"  
cigarette made specially for menthol smokers.  
What makes it special is a unique blend of light tobacco  
and natural Brazilian menthol, together for the first time.  
The result is clean menthol refreshment in a mild --  
only 8 mg. "tar" -- cigarette.

LIGHT

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