

WORK PRODUCT

PRIVILEGED & CONFIDENTIAL

- DRAFT COPY -

Headline: Premier. For All The Right Reasons

Copy Points:

- The primary focus of the smoking and health controversy centers around the burning of tobacco.
- Premier is the first cigarette you can smoke just by heating tobacco--not burning it.
- As a result, this cigarette eliminates the vast majority of by-products of burning tobacco which are alleged to be associated with the smoking and health controversy.
- And because it doesn't burn you can feel more comfortable smoking around your family and friends. There's no tobacco smoke from the lit end to annoy others, no burnt tobacco odor on you or in the air around you and no ash.
- Premier. For all the right reasons.

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Headline: Thank You For Smoking Premier

Copy Points:

- Most of us smokers are aware of the controversy surrounding smoking. There are continually articles in the news indicating the alleged hazard of smoking.
- In addition, smokers are constantly bombarded by complaints from non-smokers. We're asked to sit in the back of airplanes, in separate sections of restaurants and many of us are not allowed to smoke at work. All this because smoking is alleged to be harmful to non-smokers.
- At last, there is a cigarette that is designed to respond to the dilemma faced by smokers. This cigarette does not burn tobacco, it heats the tobacco to release the flavor. Because there is no burning tobacco it eliminates many of the components of traditional cigarette smoke that are alleged to be a concern for smokers and non-smokers alike. And because Premier's tobacco doesn't burn, there is no sidestream smoke to annoy non-smokers, no burnt tobacco odor on you or in the air around you and no ash to singe carpets or clothing.
- Non-smokers may not rejoice at your smoking but you now have a way to soothe complaints.
- Think about it. Then thank yourself for smoking Premier.

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WORK PRODUCT

Headline: Thank You, Dad, For Smoking Premier

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Copy Points:

- Smokers, there is a new cigarette that friends and family may actually thank you for smoking.
- The new cigarette is Premier--the first to give you the pleasure and satisfaction of smoking tobacco without burning tobacco. You get tobacco smoke and flavor but what you don't get are the vast majority of the by-products of burning tobacco.
- Your family and friends will urge you to smoke Premier because there is no sidestream smoke from the burning end and the smoke you exhale dissipates very quickly so it is less likely to annoy others.
- What's more Premier doesn't burn down so there is no messy ash and no burnt tobacco odor on you or in the air around you.
- Don't be surprised if someone who cares about you says, thanks for smoking Premier.

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WORK PRODUCT

C- O-N-F-I-D-E-N-T-I-A-L

D-R-A-F-T

ADVISOR ONLY

No. 419 By _____

PRODUCT: SPA

HEADLINE: THANK YOU FOR SMOKING SPA

ALT. HEADLINE THANK YOU, DAD, FOR SMOKING SPA

Most of us who enjoy ~~the comfort of~~ smoking have
some concerns about our decision to do so.

If that weren't enough, a lot of non-smokers
expect us to be concerned about them, too.

Their well being. Their rights.

Enter SPA cigarettes, quite literally the
cigarette of tomorrow. For here is a cigarette
you will thank yourself for choosing...a cigarette
that others will thank you for smoking.

SPA is amazing. It doesn't burn tobacco, but it
makes "smoke." It doesn't produce an odor, but it
tastes satisfyingly of genuine, fine tobacco. It

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glows at the tip when you puff, but it does not create an ash or, indeed, grow shorter minute by minute.

A non-smoker - a table away at lunch or next to you in a car - will see you smoke, see you enjoy, but will not complain about irritants to eyes, tobacco fumes, odors. In other words, SPA produces no side-stream, commonly described as a cigarette's least pleasant by-product.

SPA cannot promise that non-smokers will universally cheer your choice of cigarettes. Rest assured, however, that embattled smokers now have a magnificent way to soothe complainants. For, as much as SPA looks, acts, tastes like a traditional cigarette, it is as far from old forms as jets are from biplanes.

Finally, there is a special world of people who may even thank you for switching to SPA. They are the ones who care for you...the ones whom you care for.

They will learn, just as quickly as you do, that

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this is a wholly different cigarette. It tastes like tobacco, but does not burn tobacco. It satisfies like tobacco, but doesn't incinerate tobacco. It comforts like tobacco, but does not ignite tobacco.

Think about what that means. Then thank yourself for smoking SPA.

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WORK PRODUCT

C-O-N-F-I-D-E-N-T-I-A-L

D-R-A-F-T

ADVERTISING ONLY

No. 419 By _____

PRODUCT: SPA. DRAFT "A"

HEADLINE: THANK YOU FOR SMOKING SPA

ALT. HEADLINE: THANK YOU, DAD, FOR SMOKING SPA

There are two things that cigarette smokers have long gotten used to: the frowns of non-smokers, the concerns of family and friends.

Now, they may have to get used to another quite different message: THANK YOU FOR SMOKING SPA. Or nicer, THANK YOU, DAD (OR MOM), FOR SMOKING SPA.

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Even the testiest non-smokers will thank you for keeping your smoke to yourself. Its odors. Its fumes. Its irritants to eyes and nose.

SPA does even better than that. SPA does not burn tobacco. Part of its flavor comes from heating tobacco, but none is ignited, none incinerated, none

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consumed. No ash is formed. And the "smoke" from SPA is merely a mild, white, mist.

Yes, you will see the tip glow brighter when you puff. You will taste a cigarette richer in flavor than the ultra-lights. You will learn, in a pack or two, that there are no ashes to flick, no ashtrays to clean, no tiny burns in carpet or clothes.

But mostly - as those who care for you appreciate - you will be smoking and inhaling a dramatically different product. You should feel good about that for all the right reasons.

In fact, you might even say to yourself: "THANK YOU FOR SMOKING SPA."

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C-O-N-F-I-D-E-N-T-I-A-L

D-R-A-F-T

No. 419 By

PRODUCT: SPA. DRAFT "B"

HEADLINE: THANK YOU FOR SMOKING SPA

ALT. HEADLINE: THANK YOU, DAD, FOR SMOKING SPA

If you're a smoker, it's a great relief to know there's a cigarette that people may actually thank you for smoking.

The cigarette is SPA, the world's first to give you the pleasure, feel and satisfaction of smoking tobacco without burning tobacco.

Worry not. You can see smoke. You can taste tobacco. You can watch the tip glow when you draw on SPA. But this time, the pleasure is all yours. People sitting next to you in a closed car will not be irritated by the fumes or the odor of SPA. You can feel good that they can watch your smoke, but this time, neither fear

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it nor fret about it.

All to the good. But what about SPA and you? Should you thank yourself for smoking SPA?

In a word; YES.

This cigarette neither. ignites, nor incinerates tobacco. Its "smoke," therefore, is a vaporized mist that dissipates quickly from the air and cannot irritate nose or eyes. And because there is no combustion of tobacco, SPA creates no smoking odor, no ash.

The flavor of SPA comes from real tobacco gently heated, but never burned. And this flavor is enriched and enhanced by the new science of flavoring. Rest assured, SPA delivers taste in quantity to satisfy.

People who care for you will hope that you smoke SPA and thank you for smoking SPA.

But thank yourself, too, for the smarts to smoke SPA.

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WORK PRODUCT

C-O-N-F-I-D-E-N-T-I-A-L

D-R-A-F-T

RJR
SECRET
ADDRESSEE ONLY
No 419 By _____

PRODUCT: SPA. DRAFT "C"

HEADLINE: THANK YOU FOR SMOKING SPA

ALT. HEADLINE: THANK YOU, DAD, FOR SMOKING SPA

Every smoker who has sat in the back seat of a cab has
stared at this sign:

THANK YOU
FOR NOT
SMOKING

It's merely one more of the signs of our times,
'strangely' more contemptuous than the simple, NO
SMOKING.

But there are some signs that things are changing.
One of them, a new cigarette that looks and feels and
lights and tastes like the traditional form, but does
not burn tobacco. The cigarette, predictably from R.J.
Reynolds Tobacco USA, is called SPA. And everybody
from cab drivers to your loved ones will urge you to

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smoke it... and thank you for doing so.

No. 1, SPA will not and cannot irritate the eyes, nose or other sensitivities of even the most allergic (so-called) non-smoker. There is no acrid side-stream from the burning end. No. 2, the satisfying white puffs exhaled by the smoker contain none of the by-products of incinerated tobacco.

The rewards to smokers of SPA are obvious: for all the world, you are smoking, tasting, inhaling and thoroughly enjoying what looks exactly like a genuine filter cigarette. But this time, the tobacco doesn't burn, the cigarette doesn't turn to ashes. Flavor comes from tobacco essences and through tobacco itself.

Advanced technology abounds in SPA. And there is every right reason for feeling better about lighting up.

Matter of fact, some people will thank you for doing so.

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