

## CONCEPTS OF MOST INTEREST

### Cigarette that only burns when you puff on it

This cigarette would almost go out between puffs (when in your hand or ashtray) and would burn again only during your next puff.

### Ultra-low tar version of a popular full-flavored brand

This cigarette would be a new version of a brand now on the market, but reduced in tar and nicotine. It would have the same basic flavor as the parent brand, but would be much milder.

### No visible smoke

When you're not puffing on this cigarette, there would be almost no visible smoke coming from the end of the cigarette until you take your next puff.

### Cigarette with a supplement

By smoking this cigarette, you would be getting a vitamin or other beneficial compound. For example, the compound could reduce tooth decay, plaque and stains on teeth and fingers.

### No ashtray odor

When putting this cigarette out, the filter would crush and crumble to leave no noticeable butt or objectionable ashtray odor.

### Cigarette with a light smoke aroma

These cigarettes would have the usual tobacco taste, but the smoke from the end of the cigarette would have a lighter, more pleasant smell.

### Nicotine-free cigarette

This cigarette would be made from a special tobacco blend to give a good tasting smoke without nicotine (like coffee without caffeine).

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