

# THE DIFFERENCE BETWEEN

## CIGARETTE

BURNS  
TOBACCO



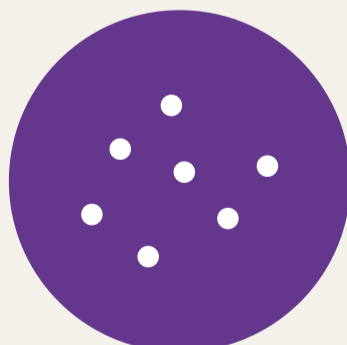
SMOKE



HIGH LEVELS AND  
NUMBER OF HARMFUL  
AND POTENTIALLY  
HARMFUL CHEMICALS



ASH



## SMOKE-FREE ALTERNATIVE

DOES NOT  
BURN TOBACCO



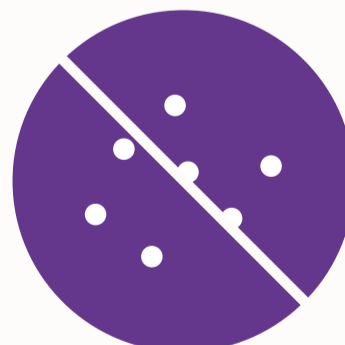
NO SMOKE



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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