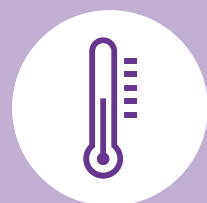


THE DIFFERENCE

BETWEEN



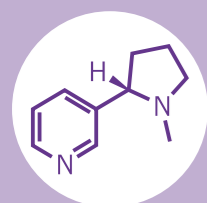
HEATED TOBACCO



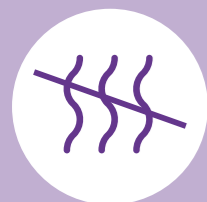
HEATS TOBACCO



USES REAL TOBACCO



NICOTINE NATURALLY
PRESENT IN TOBACCO



NO SMOKE AND NO ASH



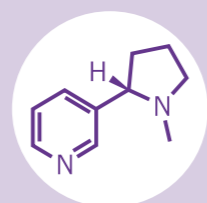
E-CIGARETTES



VAPORIZES E-LIQUID



NO TOBACCO



NICOTINE DERIVED
FROM TOBACCO
ADDED IN E-LIQUID



NO SMOKE AND NO ASH



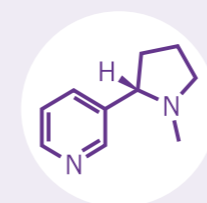
SNUS



TOBACCO POUCH
DESIGNED FOR
ORAL USE



USES REAL TOBACCO



NICOTINE NATURALLY
PRESENT IN TOBACCO



NO SMOKE AND NO ASH



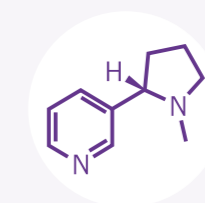
NICOTINE POUCHES



NICOTINE-CONTAINING
POUCH DESIGNED
FOR ORAL USE



NO TOBACCO



NICOTINE DERIVED
FROM TOBACCO



NO SMOKE AND NO ASH

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