

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

OMNI Kings: 15 mg. "tar," 1.0 mg. nicotine; Lights: 100s: 12 mg. "tar," 0.8 mg. nicotine, av. per cigarette by FTC Method.

For more information and supporting data call toll-free 1-866-639-OMNI, or visit us at www.omnicigs.com

Reduced carcinogens.

Never thought you'd hear a cigarette say that, did you?

NEW!



The only cigarette to significantly reduce carcinogens that are among the major causes of lung cancer.

The only one to still deliver premium taste.

The only one to finally give smokers a real reason to switch.

Only Omni:

WARNING: Smoking is addictive and dangerous to your health. Reductions in carcinogens (PAHs, nitrosamines, catechols, and organics) have NOT been proven to result in a safer cigarette. This product produces tar, carbon monoxide, other harmful byproducts, and increased levels of nicotine.

Reductions are in comparison to comparable styles of the leading brand.

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

OMNI Kings: 15 mg. "tar," 1.0 mg. nicotine, av. per cigarette by FTC Method.
Light: 10 mg. "tar," 0.8 mg. nicotine, av. per cigarette by FTC Method.

For more information and supporting data call toll-free 1-866-639-OMNI, or visit us at www.omnicigs.com.

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What happens to a when you reduce carcinogens?

NEW!



You get a really good tasting smoke.

The only cigarette to significantly reduce carcinogens that are among the major causes of lung cancer.

The only one to still deliver premium taste.

The only one to finally give smokers a real reason to switch.

Only Omni.

WARNING: Smoking is addictive and dangerous to your health. Reductions in carcinogens (tar, nicotine, carbon monoxide, and hydrogen cyanide) are possible in a filter cigarette. The product and/or other carbon monoxide, other harmful by-products, and increased levels of tar in the smoke.

Reductions are in comparison to comparable styles of the leading brand.

V
VECTOR

AN OPEN LETTER TO AMERICAN SMOKERS:

OMNI. THE FIRST REDUCED CARCINOGEN CIGARETTE.

I am writing to tell you about a new development in cigarettes that we believe is important news for you -- and destined to change the future of cigarettes.

This month, we are introducing a new brand of cigarettes called OMNI. OMNI is important because it is the first reduced carcinogen cigarette that tastes, smokes, and burns just like any other premium cigarette.

As we all know, smoking is addictive and hazardous to your health. However, the medical community has identified specific carcinogens that are a major cause of lung cancer in smokers. In a groundbreaking move, we have greatly reduced many of these.

Let me be perfectly clear -- there is no such thing as a safe cigarette, and we do not encourage anyone to smoke. But, we strongly believe that if you do smoke, OMNI is the best alternative.

While OMNI has not yet been proven to reduce health risks, the significant reduction of carcinogen levels is, in our opinion, a major step in the right direction.

Sincerely,



Bennett S. LeBow
CEO, Vector Tobacco

www.omnicigs.com

SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.

OMNI Kings and 100s: 15 mg. "tar," 1.0 mg. nicotine; Light Kings: 12 mg. "tar," 0.8 mg. nicotine; Ultra Light 100s: 6 mg. "tar," 0.5 mg. nicotine, av. per cigarette by FTC Method.

Reduction in carcinogens are in comparison to similar competitive brand styles.

WARNING: Smoking is addictive and dangerous to your health. Reductions in carcinogens (PAHs, nitrosamines, and catechol) have NOT been proven to result in a safer cigarette. This product produces tar, carbon monoxide, and other harmful by products.



NEW! Omni

Reduced carcinogens. Premium taste.

Now there's actually a reason to change brands.

Introducing the first premium cigarette created to significantly reduce carcinogens: PAHs, nitrosamines, and catechols, which are the major causes of lung cancer in smokers.



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WHY THERE'S NO CIGARETTE LIKE ECLIPSE.

The best choice for smokers who worry about their health is to quit. But for those who choose to smoke, the next best choice is Eclipse.

Eclipse is much like any cigarette, yet scientific studies show that compared to other cigarettes it:

- May present less risk of cancer associated (simple smoke components)

	Typical Ultralight	Eclipse	Difference
Tobacco Burned	636 mg	15 mg	97% less
COMPARING SMOKE COMPONENTS			
Tar* and Nicotine vs. Water and Glycerin (simple smoke components)	4.7 mg	0.8 mg	83% less
Carcinogens**	0.68 mg	0.13 mg	80% less
Secondhand Smoke***	0.18 mg/m ³	0.03 mg/m ³	82% less
Carbon Monoxide	5.4 mg	6.3 mg	17% more

Carcinogens** 0.68 mg **0.13 mg** **80% less**

respiratory system, which suggests a lower risk of chronic bronchitis, and possibly emphysema.

Ashes Yes No

eclipse
A BETTER WAY TO SMOKE

A Merit Ultralight was tested as the typical ultralight and a Marlboro Light as the typical light.
*FTC "tar" minus glycerin. **Under FTC conditions, IRT measured 14 compounds in cigarette smoke that appear on one or more of the following lists of known, probable or possible human carcinogens, International Agency for Research on Cancer, National Toxicology Program, and Environmental Protection Agency. Acridene was no different. Of the dozens of compounds measured in Eclipse smoke, one (tar) shows an increase. ***Based on smoke particles.



ADVANCE

A Step In The Right Direction.

**All of the taste...
Less of the toxins.**

ADVANCE contains less toxins than the leading lights brands, thanks to a revolutionary new filter design and a patented new method for curing tobacco.

Made with premium tobacco, ADVANCE offers all of the rich, satisfying taste you expect from a great lights cigarette. Less toxins and great taste... Now that's an ADVANCE.



There is no such thing as a safe cigarette, nor is there enough available medical information to know if ADVANCE with less toxins will lower health risks.

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

Available in the Indianapolis Metro Area

10 mg. "tar," 0.9 mg. nicotine av. per cigarette by FTC method. The amount of "tar" and nicotine av. per cigarette varies among brands and may vary within a brand. There is no such thing as a safe cigarette. For more information visit www.fda.gov

Can A Cigarette With Less Toxins Taste Good? You Decide.

Is It Really Possible...?

ADVANCE has a new filter design and a patented new method for curing tobacco. The result is a cigarette with less toxins than the leading lights brands. ADVANCE offers all of the rich, satisfying taste you expect from a great lights cigarette. Less toxins and great taste... Now that's an ADVANCE.

The TRIONIC™ Filter:
A Three-Part Answer

ADVANCE has a new filter design and a patented new method for curing tobacco. The result is a cigarette with less toxins than the leading lights brands. ADVANCE offers all of the rich, satisfying taste you expect from a great lights cigarette. Less toxins and great taste... Now that's an ADVANCE.

The Key Is In The Curing

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ADVANCE
All of the taste...Less of the toxins.

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SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

For more information contact the Archives Center at archivescenter@si.edu or 202-633-3270

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NEW ADVANCE
A Step In The Right Direction.

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10 mg. "tar," 0.8 mg. nicotine av. per cigarette by FTC method. Actual nicotine may vary. Always smoke and drink responsibly. © 1999 Philip Morris Inc. All rights reserved.

Available in the Indianapolis Metro Area

There is no such thing as a safe cigarette, nor is there enough available medical information to know if Advance with less toxins will lower health risks.

SMOKING GENERAL'S WARNING: Quitting Now Greatly Reduces Serious Risks to Your Health. Smoking May Complicate Pregnancy or Cause Complications. Quitting Now Greatly Reduces Serious Risks to Your Health.





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