

National Smoker Study:

Merit Science Works!



Low tar MERIT with 'Enriched Flavor' tobacco delivers taste equal to—or better than—leading high tar brands.

The 'Enriched Flavor' science of low tar MERIT, 12 years in the making, isolates and fortifies flavor components of smoke for a taste way out of proportion to tar. But, can that taste satisfy smokers long term?

Read the results from a detailed, nationwide research effort involving smokers who taste-tested MERIT against leading high tar brands.

Confirmed: Majority of smokers rate MERIT taste equal to—or better than—leading high tar cigarettes tested! Cigarettes having up to twice the tar.

Confirmed: Majority of smokers confirm taste satisfaction of low tar MERIT.

And in interviews conducted among current

© Philip Morris Inc., 1979

Kings: 8mg "tar," 0.6mg nicotine av.
100's: 11mg "tar," 0.7mg nicotine av. per cigarette, FTC Report May '78

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

MERIT
Kings & 100's

MERIT smokers:

Confirmed: 85% of MERIT smokers say it was an "easy switch" from high tar brands.

Confirmed: 9 out of 10 MERIT smokers not considering other brands.

Confirmed: Overwhelming majority of MERIT smokers say their former high tar brands weren't missed! MERIT has proven conclusively that it not only delivers the flavor of high tar brands—but continues to satisfy!

This ability to satisfy over long periods of time could be the most important evidence to date that MERIT science has produced what it claims: The first real taste alternative for high tar smokers.

It's sort of like the Theory of Relativity.

With relativity, it's like this: If you go fast enough,
time slows down. With Enriched Flavor,[™] it's like this: The taste
stays just as rich as you like even though the tar goes down.
What could be simpler?

Enriched Flavor,[™] low tar. A solution with Merit.





Report from Philip Morris

Smoke Cracked.

Researchers isolate key flavor ingredients of tobacco in cigarette smoke—pack 'Enriched Flavor' into new MERIT.

By "cracking" cigarette smoke down into its various 2000-plus ingredients, researchers at Philip Morris have discovered certain "key" ingredients that deliver taste way out of proportion to tar.

By selecting those ingredients of proven high flavor yet low tar delivery and adding them to tobacco, we're now able to pack flavor—extraordinary flavor—into a cigarette without the usual increase in tar.

The discovery is called 'Enriched Flavor'.

It's extra flavor. Natural flavor. Flavor that can't burn out, can't fade out, can't do anything but come through for you.

The cigarette is 9 mg. tar MERIT. If you smoke, you'll be interested.

Taste-Tested By People Like You

9 mg. tar MERIT was taste-tested against five current leading low tar cigarette brands ranging from 11 mg. to 15 mg. tar. Thousands of smokers were involved. Smokers of filter cigarettes like yourself—all tested at home! Even if the cigarette tested had up to 60% more tar, a significant majority of all smokers tested reported new 'Enriched Flavor' MERIT delivered more taste.

Repeat, delivered more taste.

In similar tests against 11 mg. to 15 mg. menthol brands, 9 mg. tar MERIT MENTHOL performed strongly too, delivering as much—or more—taste than the higher tar brands tested. You've been smoking 'low tar, good taste' claims long enough. Now you've got the cigarette.

MERIT.

Unheard-of smoking pleasure at one of the lowest tar levels in smoking today—only 9 mg. tar.

From Philip Morris.

*American Institute of Consumer Opinion. Study available free on request.

9 mg. "tar," 0.7 mg. nicotine av. per cigarette by FTC Method.

Warning - The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.



© Philip Morris Inc. 1976

National Smoker Study Hails Merit.



'Enriched Flavor' cigarette scores high marks in five key areas.

Can MERIT deliver the flavor of leading high tar brands?
Does MERIT satisfy smokers over a long period—or are MERIT smokers slipping back to old high tar favorites?

Read the bottom-line results of new research conducted with smokers like yourself.

MERIT Breakthrough Confirmed
Confirmed: Majority of high tar smokers rate MERIT taste equal to—or better than—leading high tar cigarettes tested! Cigarettes having up to twice the tar.

Confirmed: Majority of high tar smokers confirm taste satisfaction of low tar MERIT.
And in detailed interviews conducted among current MERIT smokers:

Confirmed: 85% of MERIT smokers say it was an "easy switch" from high tar brands.
Confirmed: Overwhelming majority of MERIT smokers say their former high tar brands weren't missed!

Confirmed: 9 out of 10 MERIT smokers not considering other brands.

First Major Alternative To High Tar Smoking
MERIT has proven conclusively that it not only delivers the flavor of high tar brands—but continues to satisfy.

This ability to satisfy over long periods of time could be the most important evidence to date that MERIT is what it claims to be: The first major alternative to high tar smoking. © Philip Morris Inc. 1978

Kings: 8mg "tar," 0.8mg nicotine av.
100's: 11mg "tar," 0.7mg nicotine av. per cigarette, FTC Report May '78

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MERIT

Kings & 100's

More Merit Proof!

Research underscores MERIT as proven taste alternative to high tar smoking.

MERIT Sweeps Latest Tests.
Results of the newest wave of smoker research are in. The conclusions: undeniable.

Blind Taste Tests: In tests where brand identity was concealed, a significant majority of smokers rated the taste of low tar MERIT as good as—or better than—leading high tar brands. Even cigarettes having twice the tar!

Smoker Preference: Among the 95% of smokers stating a preference, the MERIT low tar/good taste combination was favored 3 to 1 over high tar leaders when tar levels were revealed.

MERIT is the proven alternative to high tar smoking. And you can taste it.

© Philip Morris Inc. 1990

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

Kings: 8 mg "tar," 0.8 mg nicotine—100's Reg: 10 mg "tar," 0.7 mg nicotine—100's Ment: 11 mg "tar," 0.8 mg nicotine av. per cigarette, FTC Report Dec. '79



MERIT

Kings & 100's

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Merit Dominates Smoker Testing.

MERIT low tar/good taste combination scores convincing 3 to 1 victory over high tar leaders.

High Tars Suffer Setback
Latest research proves smokers prefer MERIT.

Blind Taste Tests: In tests where brand identity was concealed, a significant majority of smokers rated the taste of low tar MERIT as good as—or better than—leading high tar brands. Even cigarettes having twice the tar!

Smoker Preference: Among 95% of smokers stating a preference, the MERIT low tar/good taste combination was favored 3 to 1 over high tar leaders when tar levels were revealed!

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"tar," 0.8 mg nicotine av. per cigarette, FTC Report Dec. 79

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

MERIT
Kings & 100's

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Important news for ultra low tar smokers.

Merit Announces New Merit Ultra Lights!

*Now the MERIT idea has been introduced at only 4 mg tar—
New MERIT Ultra Lights. A milder MERIT for those who prefer
an ultra low tar cigarette.*

*New MERIT Ultra Lights. It's going to set a whole new taste
standard for ultra low tar smoking.*

Only
4 mg tar
Regular &
Menthol



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© Philip Morris Inc. 1991
4 mg "tar," 0.4 mg nicotine
av. per cigarette by FTC Method

MERIT
Ultra Lights

Research Results Conclusive:

Clean Sweep!

2 out of 3 smokers choose MERIT low tar/good taste combination over leading higher tar brands.

Landmark smoker study produces solid new evidence that MERIT delivers a winning combination of good taste and low tar when compared with higher tar leaders.

MERIT Clear Choice In New Tests.

In impartial new tests where brand identity was concealed, the overwhelming majority of smokers reported MERIT taste equal to—or better than—leading higher tar brands.

Moreover, when tar levels were revealed, 2 out of 3 chose the MERIT combination of low tar and good taste.

Year after year, in study after study, MERIT remains unbeaten. The proven taste alternative to higher tar smoking—is MERIT.



MERIT
Kings & 100's

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

© Philip Morris Inc. 1991

Reg: 8 mg "tar," 0.8 mg nicotine—Ment: 7 mg "tar," 0.5 mg nicotine—100's: Reg 8 mg "tar," 0.7 mg nicotine—100's: Ment: 10 mg "tar," 0.8 mg nicotine av. per cigarette, FTC Report Mar/81

What you see isn't what you get.

What you see is a low tar cigarette. What you get is extraordinary taste. Thanks to our exclusive Enriched Flavor,[®] Merit has even less tar than other leading lights. Yet a majority of smokers in a nationwide test agreed that Merit tastes as good or better than cigarettes having up to 38% more tar. So light one up. Seeing isn't always believing, but tasting is.

Enriched Flavor,[®] low tar. A solution with Merit.



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

© Philip Morris Inc. 1998
Kings: 8 mg "tar," 0.6 mg nicotine av. per cigarette by FTC method.

A new national smoker study has just been completed.
It reaffirms that low tar MERIT can match the taste of high tar cigarettes and also provide long-term satisfaction—even to former smokers of high tar brands.

New Smoker Research Tests Thousands

An extensive two-part study was conducted among smokers from across the United States.

- Tar/Taste Tests* against leading high tar brands involving thousands of smokers.
- National Surveys* of former high tar smokers who have switched to MERIT.

The results: stunning.

In tests where brand identity was concealed, the taste of low tar MERIT held its own against high tar brands.

Proof: A significant majority of smokers rated MERIT taste as good as—or better than—high tar leaders. Even cigarettes having twice the tar.

Proof: Of the 95% stating a

preference when tar levels were revealed, 3 out of 4 smokers chose the MERIT low tar/good taste combination over leading high tar brands.

In a national survey of MERIT smokers, low tar MERIT was found to be a satisfying, long-term taste alternative to high tar smoking.

Proof: The overwhelming majority of MERIT smokers polled felt they didn't sacrifice taste in switching from their high tar brands.

Proof: 96% of MERIT smokers don't miss their former high tar brands!

Proof: 9 out of 10 enjoy smoking as much since switching to MERIT, are glad they switched, and report MERIT is the best-tasting low tar they've ever tried!

It's clearer than ever. In test after test, nationwide research continues to demonstrate that MERIT delivers a winning combination of taste and low tar.

A combination that seems to be attracting more and more smokers every day and—more importantly—satisfying them long term.



MERIT
Kings & 100's

Our less is your gain.

If you're looking for a low tar cigarette with taste, consider this: Merit has even less tar than other leading lights. Yet it delivers a richer, more satisfying taste than you'd expect in a low tar cigarette. In a nationwide test, more than half the smokers agreed that Merit tastes as good or better than cigarettes that have up to 38% more tar. The secret is Enriched Flavor.[®] Only Merit has it. Who could ask for more?

Enriched Flavor,[®] low tar. A solution with Merit.



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Latest Smoker Research Just In:
MERIT undisputed victor over leading high tars
in tests comparing taste and tar level.

Smokers Prefer Merit 3 To 1!

© Philip Morris Inc. 1979

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

Kings: 8 mg "tar," 0.6 mg nicotine—
100's: 11 mg "tar," 0.7 mg nicotine av. per cigarette, FTC Report May '78

The proof is in the puffing.

We're not just blowing smoke. Merit delivers remarkably rich and satisfying tobacco taste. In fact, the majority of smokers in a nationwide test agreed that Merit tastes as good as or better than cigarettes that have up to 38% more tar. All this from a cigarette that has even less tar than other leading lights. The secret is Enriched Flavor.[®] Only Merit has it. But just light one up. It's all the evidence you'll need.

Enriched Flavor.[®] low tar. A solution with Merit.



SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

© Philip Morris Inc. 1999
Kings: 8 mg "tar," 0.6 mg nicotine av. per cigarette by FTC method.

Taste Discovery: Merit Ultra Lights.



Only
4 mg
tar
Regular &
Menthol

Now the Merit idea has been introduced
at only 4 mg tar. Merit **ULTRA LIGHTS**—
A milder Merit for those who prefer an ultra
low tar cigarette.
Merit **ULTRA LIGHTS**. It's going to set
a whole new taste standard for ultra low tar
smoking.

MERIT Ultra Lights

© Philip Morris Inc. 1985
4 mg "tar," 0.4 mg nicotine
av. per cigarette by FTC method

Warning: The Surgeon General Has Determined
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You bet you can!

You can switch down
to lower tar and still get
satisfying taste.

Low Lower Lowest

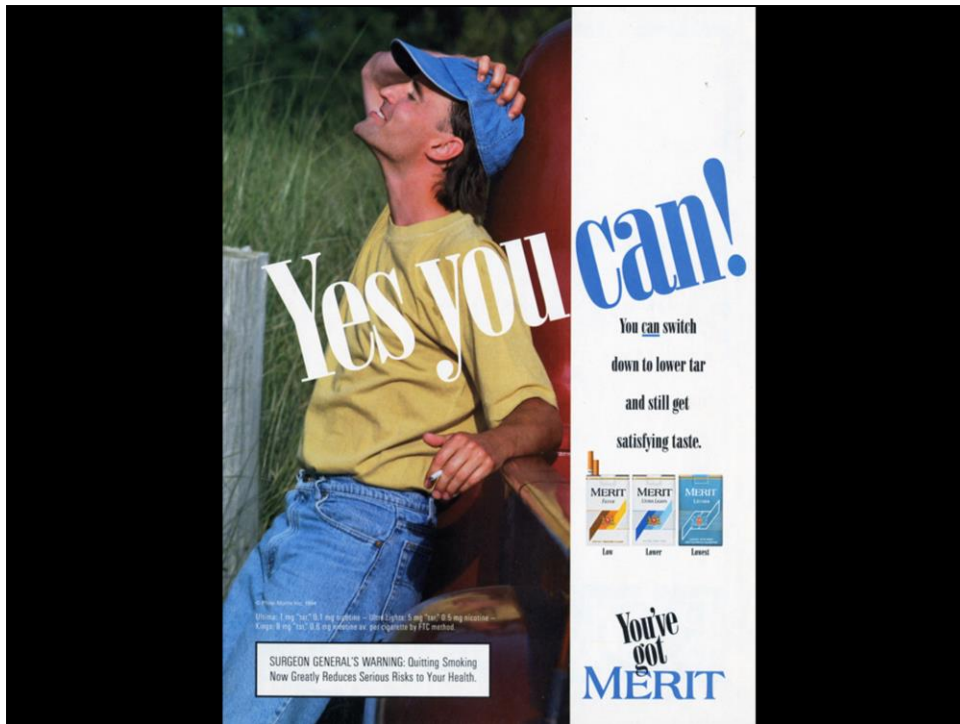
**You've
got
MERIT**

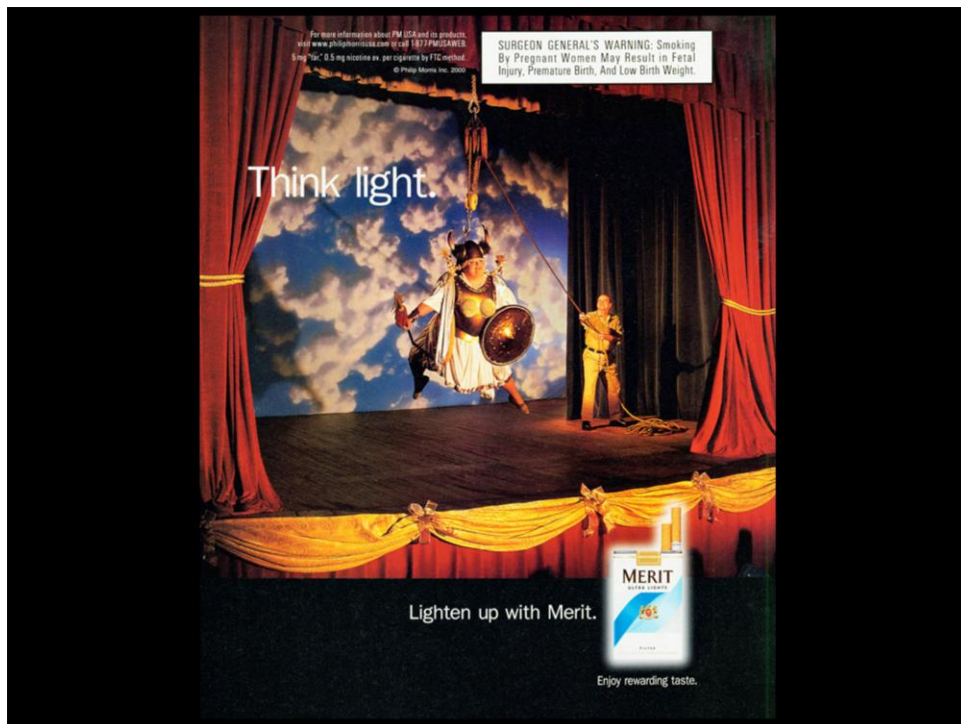
SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.





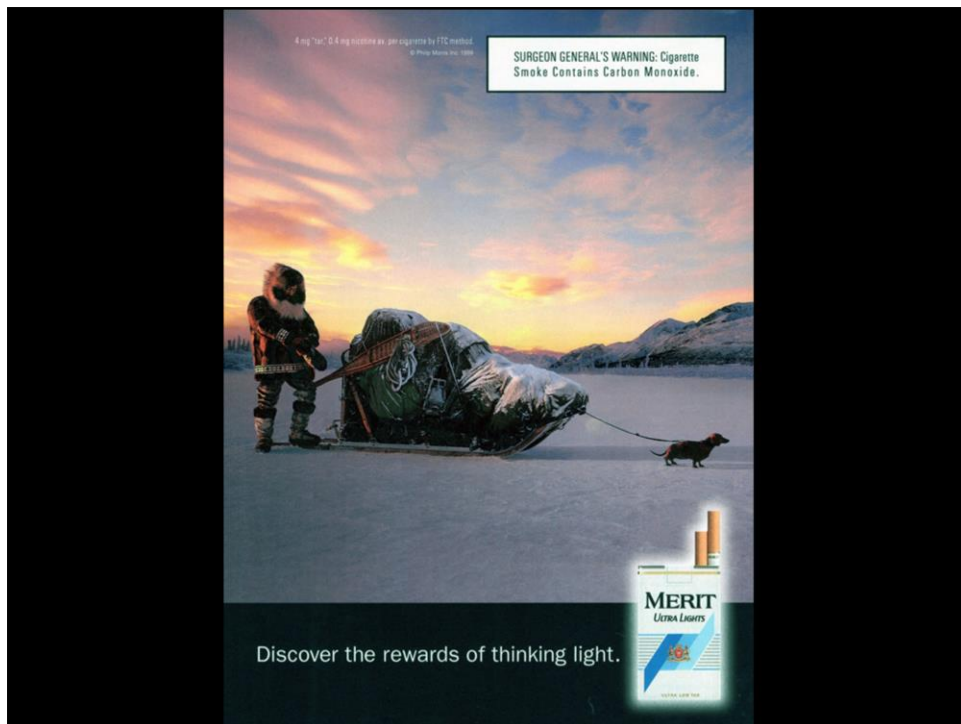




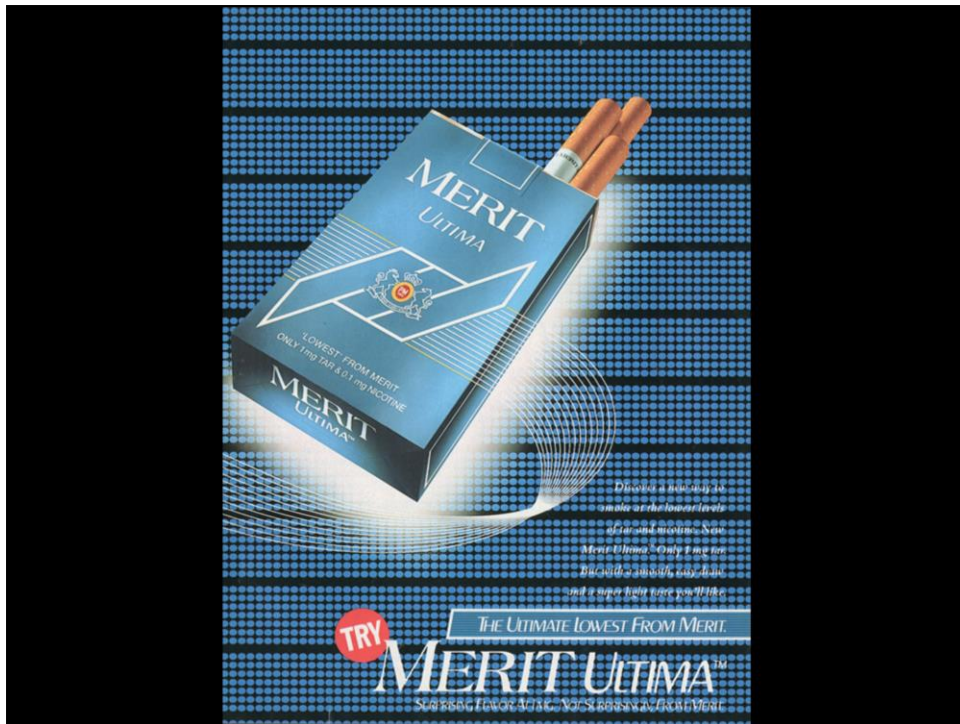


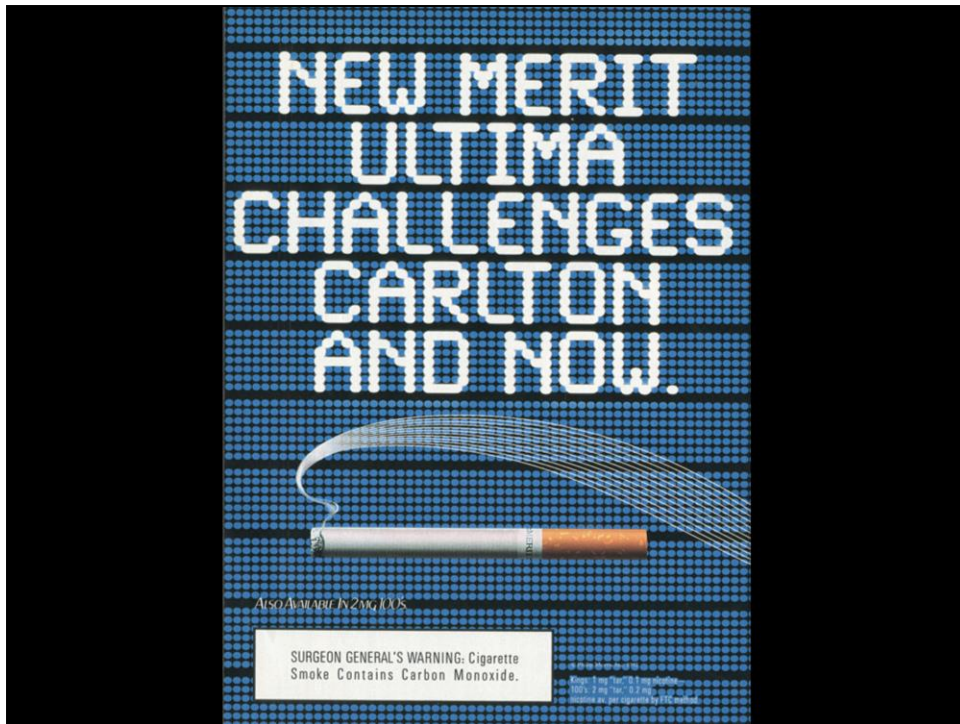


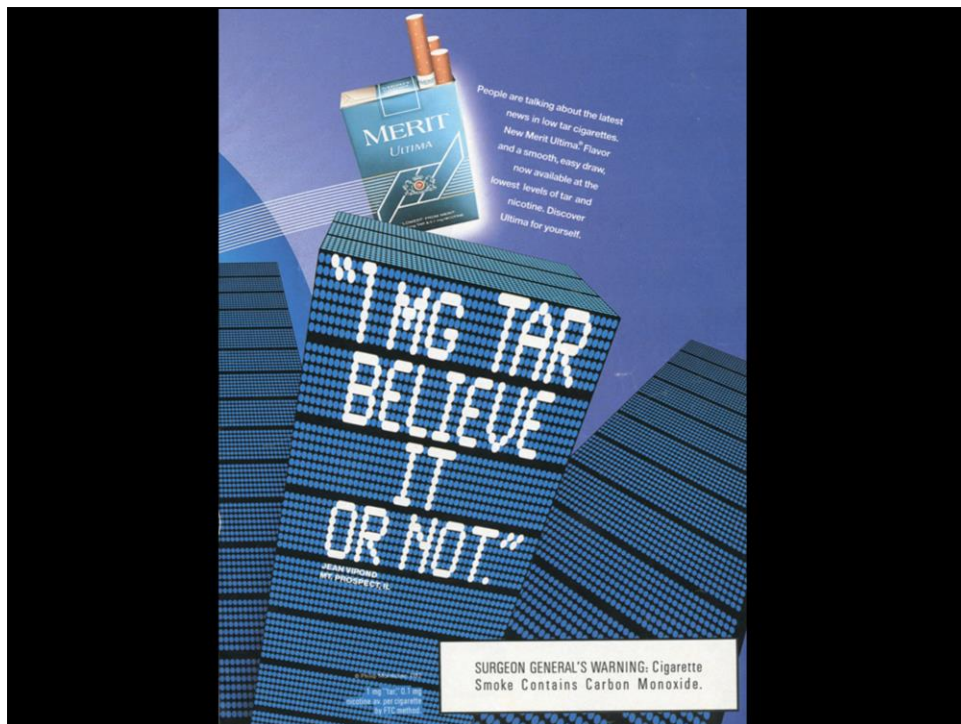


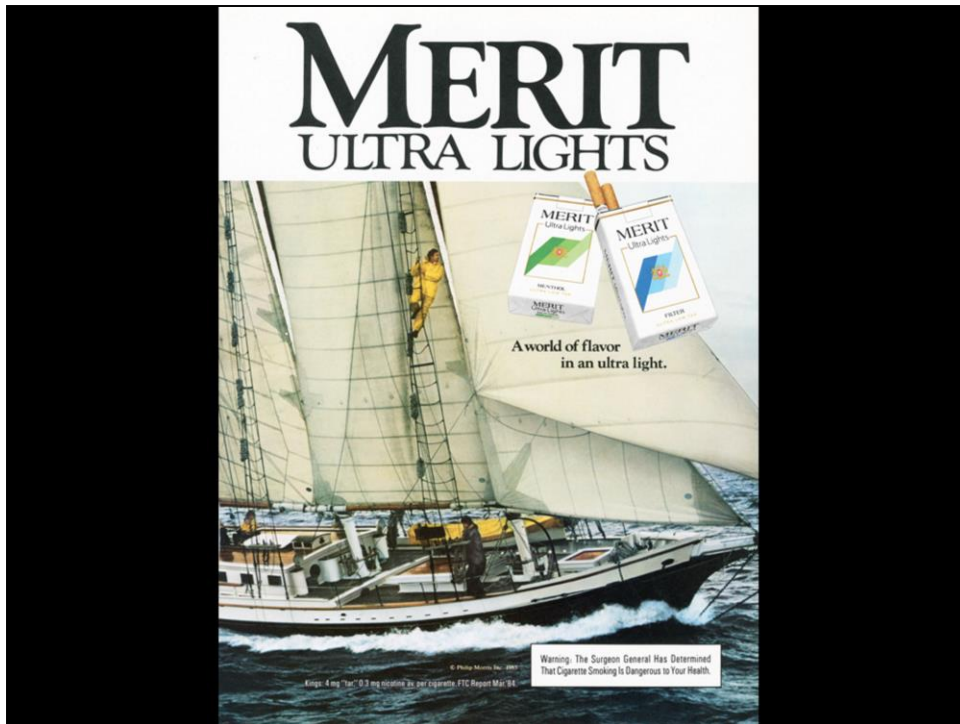
















This isn't what you think.

If you think all ultra lights are ultra light in flavor,
think again. Merit Ultra Lights delivers rich, smooth, genuinely
satisfying taste. Even with so little tar. The secret is Enriched Flavor.[™] Only Merit has it.
Come to think of it, maybe that's why it's one of today's
fastest growing ultra light brands.

Enriched Flavor,[™] ultra low tar.  A solution with Merit.



Merit Ultra Lights

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

© Philip Morris Inc. 1999
Kings: 5 mg "tar," 0.5 mg nicotine av. per cigarette by FTC method.

Landmark Smoker Study:

Latest Merit Victory!

New research proves MERIT low tar/good taste combination continues as proven winner over leading higher tar brands.

A rigorous new program of MERIT research has just been completed. Results prove MERIT delivers a winning combination of good taste and low tar when compared with higher tar leaders.

MERIT Chalks Up New Win.

In impartial new tests where brand identity was concealed, the overwhelming majority of smokers reported MERIT taste equal to—or better than—leading higher tar brands.

Moreover, when tar levels were revealed, 2 out of 3 chose the MERIT combination of low tar and good taste.

Year after year, in study after study, MERIT remains unbeaten. The proven taste alternative to higher tar smoking—is MERIT.



MERIT
Kings & 100's

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

© Philip Morris Inc. 1981

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Our less is your gain.

If you're looking for a low tar cigarette with taste, consider this: Merit has even less tar than other leading lights. Yet it delivers a richer, more satisfying taste than you'd expect in a low tar cigarette. In a nationwide test, more than half the smokers agreed that Merit tastes as good or better than cigarettes that have up to 38% more tar. The secret is Enriched Flavor.[®] Only Merit has it. Who could ask for more?

Enriched Flavor,[®] low tar. A solution with Merit.



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

© Philip Morris Inc. 1998
Kings: 8 mg "tar," 0.8 mg nicotine av. per cigarette by FTC method.

It was a dark and stormy night.

Thunder clapped through the cavernous, creaky, old mansion as he sat in his worn, tawny, leather chair. Suddenly a bolt of lightning flashed through the huge, gothic windows and all the lights went out. Unconcerned, he lit his own light. A Merit. He took a puff and marvelled at the unusually satisfying flavor he received from such a low tar cigarette and enjoyed the moment for what it was and realized that when one thought about it, the moment, not unlike his Merit, was more and less than what it appeared to be.

Enriched Flavor,[™] low tar. A solution with Merit.



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

© Philip Morris Inc. 1991.
8 mg "tar," 0.6 mg nicotine av. per cigarette by FTC method.

More or less.

Kings or 100's, soft pack or box, ultra lights or menthol, Merit Enriched Flavor[®] delivers the real, satisfying taste and low tar you want in a cigarette. No matter what kind of cigarette you want.

Enriched Flavor[®] low tar. A solution with Merit.



Kings: 8 mg "tar," 0.6 mg nicotine—100's: 10 mg "tar," 0.8 mg nicotine—
Ultra Lights Kings: 5 mg "tar," 0.5 mg nicotine—Ultra Lights 100's:
6 mg "tar," 0.5 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

© Philip Morris Inc. 1989

More Merit Proof!

Research underscores MERIT as proven taste alternative to high tar smoking.

MERIT Sweeps Latest Tests.
Results of the newest wave of smoker research are in. The conclusions: undeniable.

Blind Taste Tests: In tests where brand identity was concealed, a significant majority of smokers rated the taste of low tar MERIT as good as—or better than—leading high tar brands. Even cigarettes having twice the tar!

Smoker Preference: Among the 95% of smokers stating a preference, the MERIT low tar/good taste combination was favored 3 to 1 over high tar leaders when tar levels were revealed.

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MERIT

Kings & 100's

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A new national smoker study has just been completed.

It reaffirms that low tar MERIT can match the taste of high tar cigarettes and also provide long-term satisfaction—even to former smokers of high tar brands.

New Smoker Research Tests Thousands

An extensive two-part study was conducted among smokers from across the United States.

—*Tar/Taste Tests* against leading high tar brands involving thousands of smokers.

—*National Surveys* of former high tar smokers who have switched to MERIT.

The results: stunning.

In tests where brand identity was concealed, the taste of low tar MERIT held its own against high tar brands.

Proof: A significant majority of smokers rated MERIT taste as good as—or better than—high tar leaders. Even cigarettes having twice the tar.

Proof: Of the 95% stating a

preference when tar levels were revealed, 3 out of 4 smokers chose the MERIT low tar/good taste combination over leading high tar brands.

In a national survey of MERIT smokers, low tar MERIT was found to be a satisfying, long-term taste alternative to high tar smoking.

Proof: The overwhelming majority of MERIT smokers polled felt they didn't sacrifice taste in switching from their high tar brands.

Proof: 96% of MERIT smokers don't miss their former high tar brands!

Proof: 9 out of 10 enjoy smoking as much since switching to MERIT, are glad they switched, and report MERIT is the best-tasting low tar they've ever tried!

It's clearer than ever. In test after test, nationwide research continues to demonstrate that MERIT delivers a winning combination of taste and low tar.

A combination that seems to be attracting more and more smokers every day and—more importantly—satisfying them long term.



MERIT
Kings & 100's

National Smoker Study:

Merit Rocks Tar/Taste Theory.



Flavor rated as good as or better than high tar leaders in fresh research study.

Can low tar MERIT with Enriched Flavor® tobacco disprove the old "low tar, low taste" theory? Read the results of detailed, nationwide research conducted among high tar smokers who taste-tested MERIT against high tar brands—and among current MERIT smokers.

Research Confirms Taste Satisfaction
Confirmed: Majority of high tar smokers rate MERIT taste equal to—or better than—leading high tar cigarettes tested! Cigarettes having up to twice the tar.

Confirmed: Majority of high tar smokers confirm taste satisfaction of low tar MERIT.

Confirmed: Overwhelming majority of MERIT smokers say their former high tar brands weren't missed!

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Merit
Kings & 100's

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100's: 11 mg "tar," 0.7 mg nicotine av. per cigarette, FTC Report May '78

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

Prove it yourself.

In nationwide taste tests, smokers agreed Merit tastes as good as or better than cigarettes with up to 38% more tar. Now we're bringing the test directly to you.



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

© Philip Morris Inc. 1999
Kings: 8 mg "tar," 0.6 mg nicotine av. per cigarette by FTC method.

Important news for ultra low tar smokers.

Merit Ultra-Lights!

*Now the MERIT idea has been introduced at only 4 mg tar—
New MERIT Ultra Lights. A milder MERIT for those who prefer
an ultra low tar cigarette.*

*New MERIT Ultra Lights. It's going to set a whole new taste
standard for ultra low tar smoking.*

Only
4 mg tar
Regular &
Menthol



4 mg "tar," 0.4 mg nicotine av. per cigarette by FTC Method

Warning: The Surgeon General Has Determined
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MERIT
Ultra Lights

Important news for ultra low tar smokers.

Merit Adds New Merit Ultra- Lights!

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New MERIT Ultra Lights. A milder MERIT for those who prefer
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Only
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4 mg "tar," 0.4 mg nicotine
av. per cigarette by FTC Method

MERIT
Ultra Lights

Tasty little number.

What we have here is an ultra light with taste. And before you say "impossible," we'd like to point out that Merit Ultra Lights is one of America's fastest growing brands. Thanks to Enriched Flavor,[®] the impossible becomes possible. A tasty little number, indeed.

Enriched Flavor,[®] ultra low tar. A solution with Merit.



Merit Ultra Lights

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

© Philip Morris Inc. 1999
Kings: 5 mg "tar," 0.5 mg nicotine av. per cigarette by FTC method.

Yo.

It doesn't take fancy, polysyllabic words to describe Merit Ultra Lights. The simplest utterances will suffice. Like "Gee!" for the ultra low tar numbers. Or "Oh, my!" for the unexpected taste. No, when you're one of the fastest growing brands in America you don't need a lot of overblown, overstuffed, self-congratulatory yakyak to impress people. Don't you agree?

Yep.

Enriched Flavor,[™] ultra low tar. A solution with Merit.



Merit Ultra Lights

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

© Philip Morris Inc. 1999
4 mg "tar," 0.4 mg nicotine av. per cigarette by FTC method.

