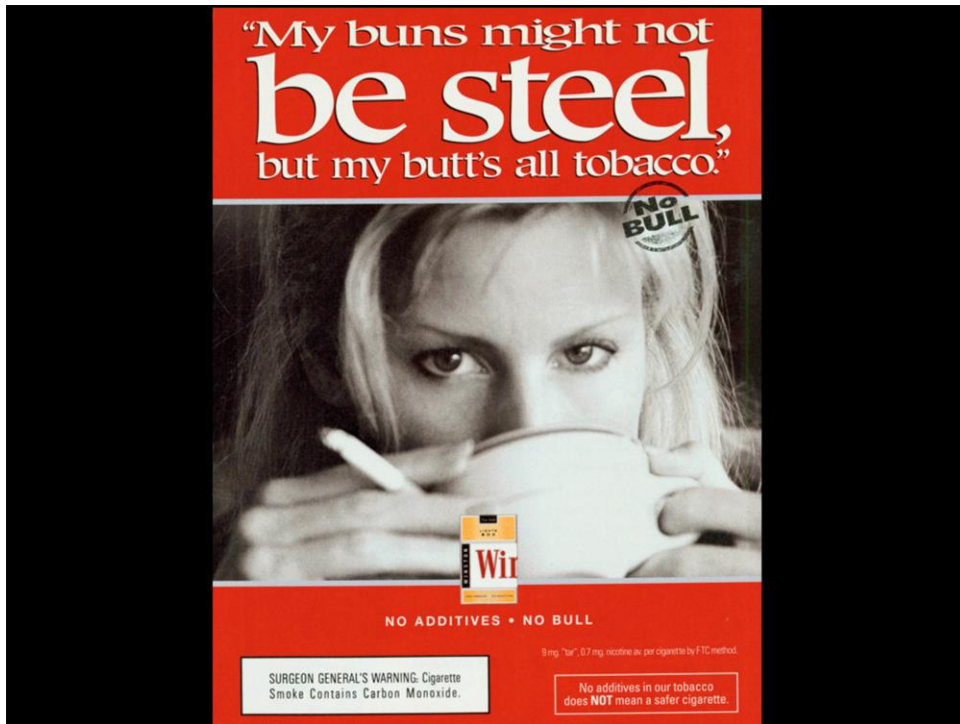




No additives



Yours have additives.*

**ADDITIVES
OTHER ADDITIVES
MORE ADDITIVES
AND THEN SOME**

*Laboratory analyses of the top ten U.S. non-menthol brand styles show all of their tobaccos contain additives.



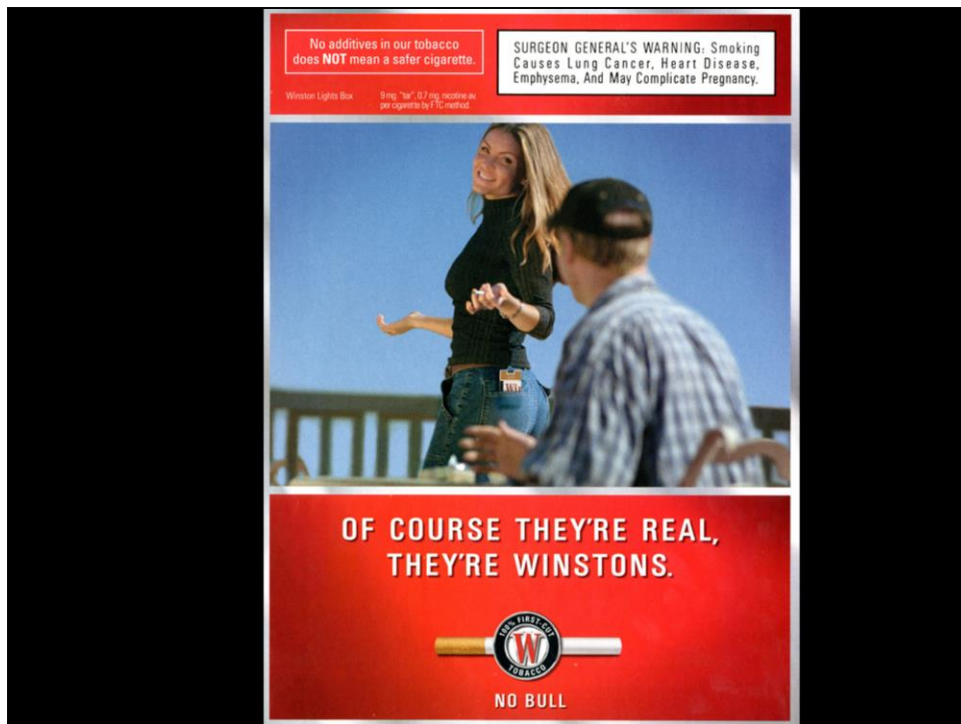
New Winstons don't.

**No additives
True taste**

11 mg. "tar", 0.9 mg. nicotine av. per cigarette by FTC method.

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





Yours have additives.*

**94% tobacco
6% additives**

*Laboratory analyses of the top ten U.S. non-menthol brand styles show all of their tobaccos contain a minimum of 6% additives on a dry weight basis.

New Winstons don't.

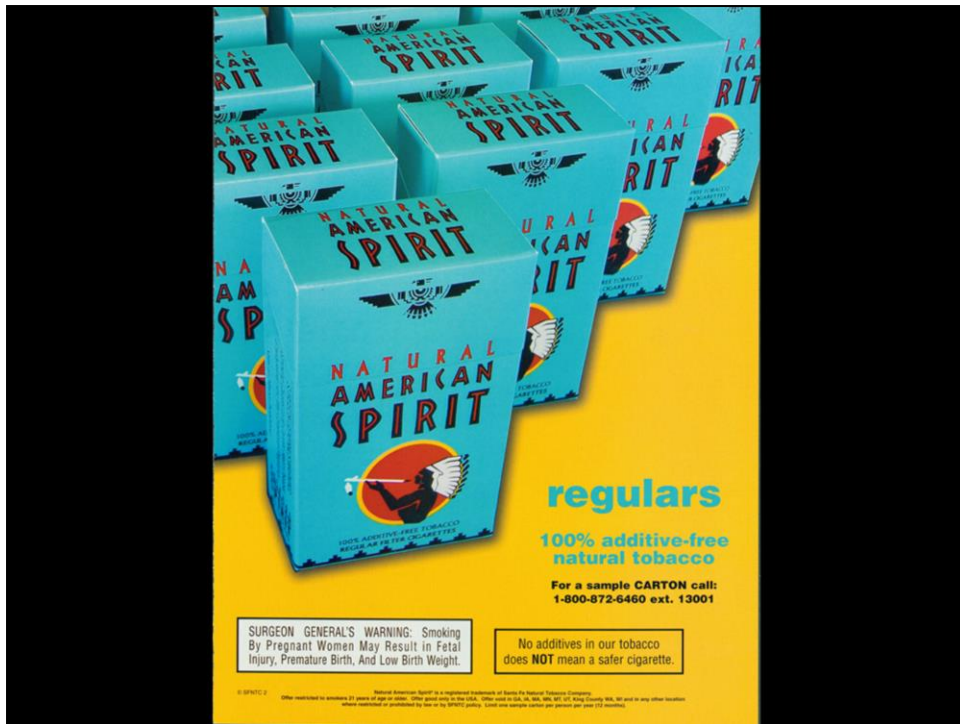
**100% tobacco
0% additives**

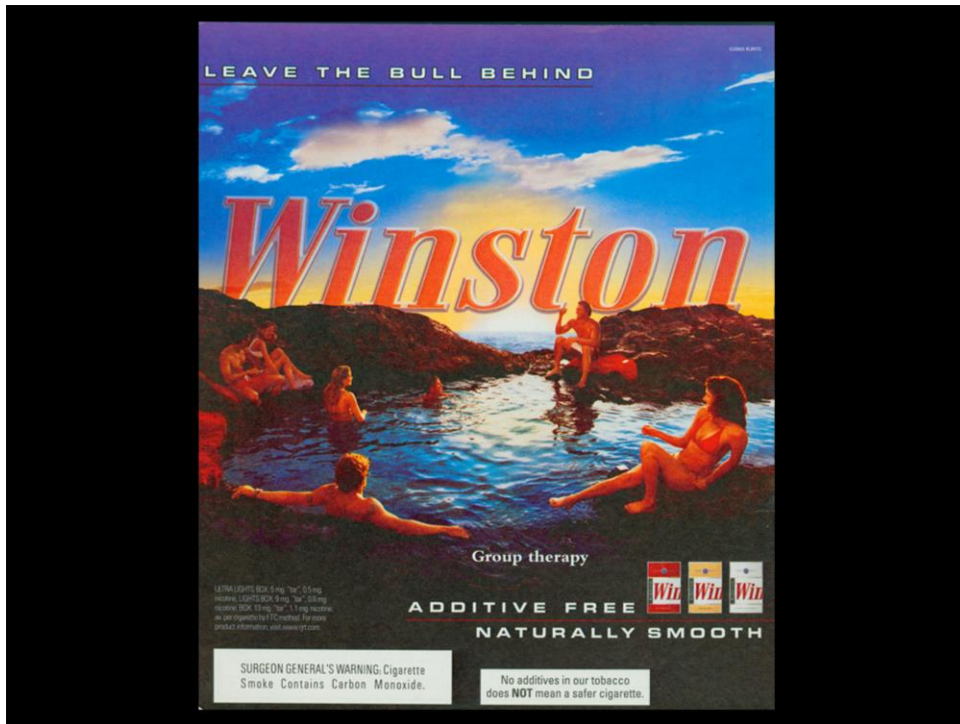
SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.

WINSTON BOX
16 mg "tar", 1.1 mg nicotine
av. per cigarette by FTC method.

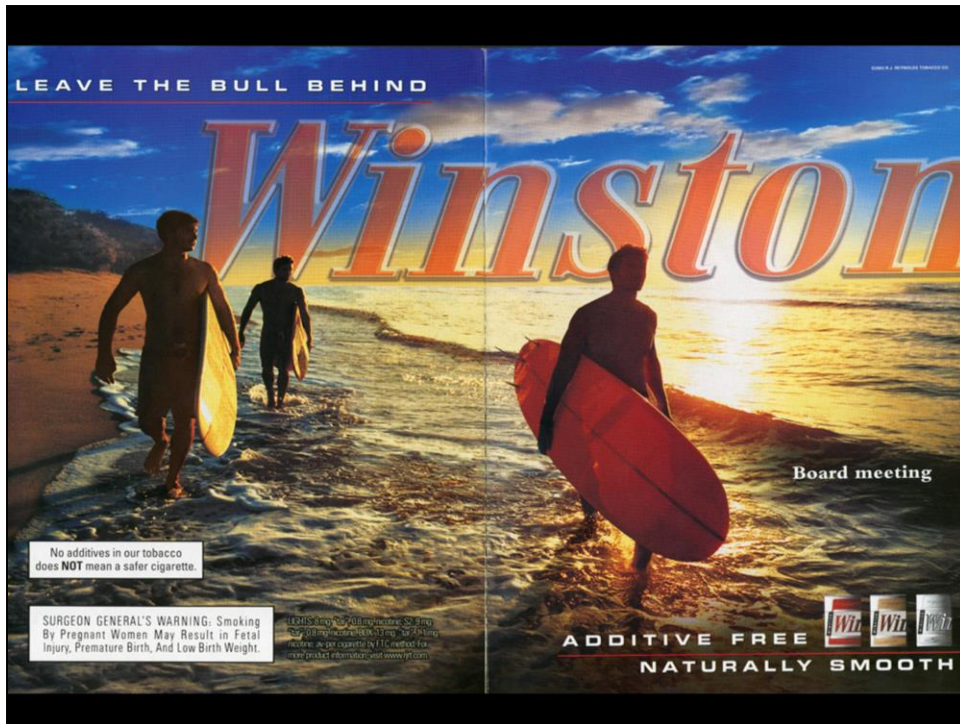
Winston
straight up

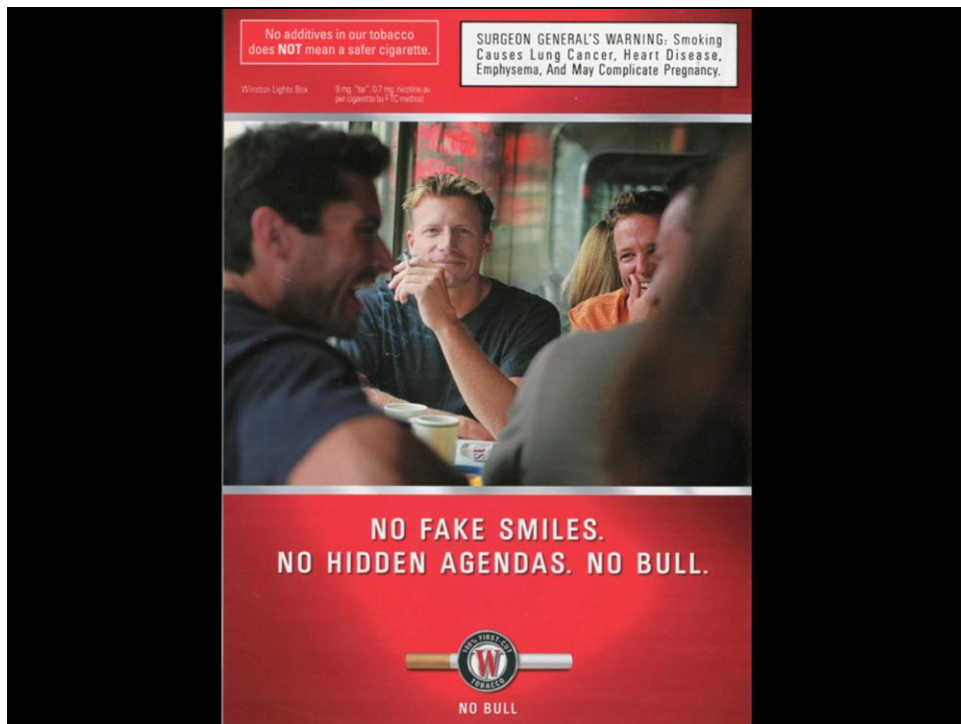






2003





100% TOBACCO • NO ADDITIVES

REAL BLUES. REAL SMOKES.

Wins

"If it ain't been in a pawn shop, it can't play the blues."
Frank Edwards



Winston
BLUES
REVIVAL

Supporting the Blues Made Real Foundation, Inc.

No top ten countdowns. No sappy dedications. Just the blues.
No additives. Just good, 100% tobacco.
Winston, made like a cigarette should be. No additives. No bull.

100% TOBACCO
W
NO ADDITIVES

ton



Winston "tar" 10 mg nicotine av. per cigarette by FTC method.

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

No additives in our tobacco does **NOT** mean a safer cigarette.



100% TOBACCO • NO ADDITIVES

REAL SMOKES. NO BULL.

Wins

When you start with good tobacco, you don't need additives. Because additives get in the way of the true taste of real, 100% tobacco. Winston, made like a cigarette should be. No additives. No bull.



ton



Get on the list and be eligible for No Bull offers. 1-800-862-2228. Restricted to smokers 21 years of age or older.

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

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

No additives in our tobacco does **NOT** mean a safer cigarette.

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

Here's to women who
can light
their own cigarette.

NO ADDITIVES
100% TOBACCO
TRUE TASTE

No BULL



Nature is not negotiable.

Natural American Spirit is the only brand that features both cigarettes made with 100% certified organic tobacco as well as cigarettes made with 100% additive-free natural tobacco.

In our effort to create exceptional products in a thoughtful and sustainable way, we've pioneered our own earth-friendly and organic tobacco growing programs and committed to renewable energy sources, including wind power and reforestation.

We are so confident that you will appreciate the premium, additive-free tobacco used in Natural American Spirit products that we want you to try it for yourself.



the additive-free alternative

Call for your sample carton offer*

1-800-872-6460 ext 79951 or visit www.nascigs.com

*Due to legal restrictions in NY-AR-AK-CT-GA-IA-MA-MD-MN-MT-OR-UT-WA-WI and other locales, alternate offer is available. Offer restricted to U.S. smokers 21 years or older. Limit one offer per person per 12 month period. S&H and other restrictions may apply.

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

No additives in our tobacco
does **NOT** mean a safer cigarette.

SMOKING "LIGHT" FILTERED CIGARETTES DOES NOT ELIMINATE THE HEALTH RISKS OF SMOKING. Actual levels of tar and nicotine experienced by the smoker may vary widely depending on how you smoke. For more information, see www.fda.gov

THIS PESTAGE HAS BEEN MADE FROM RECYCLED MATERIALS

**We add
none of
these.**

The only ingredient used in
Natural American Spirit is premium
100% additive-free, whole-leaf,
natural tobacco.



the additive-free alternative

Call for your sample carton offer*
1-800-872-6460 ext 79951 or visit www.nascigs.com

*Due to legal restrictions in NY-AR-AK-CT-GA-IA-MA-MD-MN-MT-OR-UT-WA-WI and other locales, alternate offer is available. Offer restricted to U.S. smokers 21 years or older. Limit one offer per person per 12 month period. S&H and other restrictions may apply.

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