

SUPPLEMENTAL MATERIALS

Supplemental Figure 1. Advertisement presented to participants.

Source: Trinkets and Trash (2015).

100% ADDITIVE-FREE

NATURAL AMERICAN SPIRIT
100% ADDITIVE-FREE NATURAL TOBACCO
MENTHOL FULL-BODIED TASTE

NATURAL AMERICAN SPIRIT
100% ADDITIVE-FREE NATURAL TOBACCO
SMOOTH MELLOW TASTE

NATURAL AMERICAN SPIRIT
100% ADDITIVE-FREE NATURAL TOBACCO
FULL-BODIED TASTE

NATURAL AMERICAN SPIRIT
100% ADDITIVE-FREE NATURAL TOBACCO
MELLOW TASTE

NATURAL AMERICAN SPIRIT
100% ADDITIVE-FREE NATURAL TOBACCO
MENTHOL MELLOW TASTE

NATURAL TOBACCO

THIS TOBACCO TASTES UNLIKE ANY YOU'VE EVER SMOKED.

We have 13 styles of Natural American Spirit cigarettes, each one suited to a different taste.

We use only 100% additive-free, whole leaf natural tobacco in every cigarette. So we enjoy hearing things like: "This doesn't taste like my usual cigarette." That's because it's not supposed to.

EXPERIENCE NATURAL AMERICAN SPIRIT
with two packs for \$2

PROMO CODE
Visit TryAmericanSpirit.com
or call 1-800-435-5515

Offer for two "1 for \$1" Gift Certificates good toward any Natural American Spirit pack or pouch purchase (excludes 150g tins). Not to be used in conjunction with any other offer. Offer restricted to U.S. smokers 21 years of age and older. Limit one offer per person per 12 month period. Offer void in MA and where prohibited. Other restrictions may apply. Offer expires 09/30/12.

CIGARETTES

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

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

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