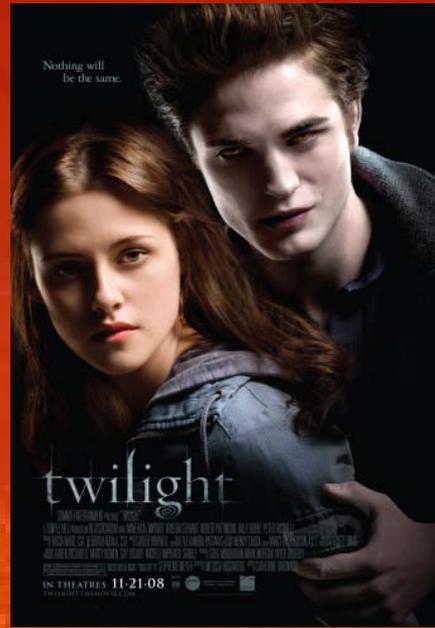
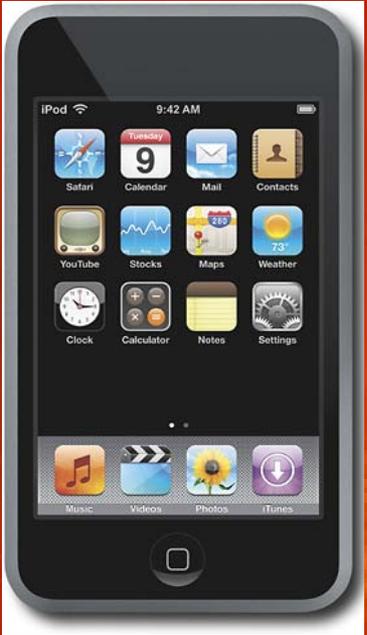


**What They Don't
Tell You**

Are you influenced by advertising?



Tobacco Industry Marketing Expenses

\$13.4 BILLION

In the U.S.

\$140 Million in WV





U.S. Congress asks the tobacco industry if nicotine is addictive

Few Words From Big Tobacco

- “Tobacco is not any more addictive than coffee, chocolate or Twinkies” Tobacco Exec. CNN tape
- “Today’s Teenager is tomorrow’s potential regular customer” Phillip Morris Internal Memo
- “The Base of our Business is the high school student” Lorillard Tobacco Company
- “Smoking is not addictive” Tobacco Ex. 04 Hearing

.....More from Big Tobacco

- “The secret of Marlboro is ammonia” Brown & Williamson
Tobacco Report
- “Cherry Skoal is for somebody who likes the taste of candy if you know what I am saying”
US Tobacco
- “If you are really and truly not going to sell to children, you are going to be out of business in 30 years”
Bennett Lebor, CEO Brook Group LTD

THE BEST THINGS IN LIFE ARE BASIC

Basic
LIGHTS
100 CIGARETTES

© Philip Morris Inc. 2000
For more information about PM USA and its products, visit www.philipmorrisusa.com or call 1-877-PMUSA9. 18 mg "tar," 0.9 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.

Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

Blue collar. White collar.
How about no collar.



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

WILD
LIGHTS
100 CIGARETTES

No Additives. No Bull.

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

TRUE TASTE

For more information about PM USA and its products, visit www.philipmorrisusa.com or call 1-877-PMUSA9. 5 mg "tar," 0.5 mg nicotine av. per cigarette by FTC method. © Philip Morris Inc. 2000

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

Think light.

MERIT
ULTRA LIGHTS

Lighten up with Merit.

Enjoy rewarding taste.

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

Winston Lights Box 8 mg "tar," 0.7 mg nicotine av. per cigarette by FTC method.

YEAH, I HAVE A TATTOO. AND NO, YOU CAN'T SEE IT.

NO BULL

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

NEVER
let the goody two shoes get you down.

VIRGINIA SLIMS
Find Your Voice

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

VIRGINIA SLIMS
REGULAR LIGHTS TOBACCO

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

It's not just a bath.

It's our aromatherapy-meditation-

don't-bother-me-now-or-you'll-regret-it-later zone.

VIRGINIA SLIMS
It's a woman thing.

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

© Philip Morris Inc. 2009
8 mg "tar," 0.7 mg nicotine av. per cigarette by FTC method.

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

Winston Lights Box 8 mg "tar," 0.7 mg nicotine av. per cigarette by FTC method.

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

AT LEAST YOU CAN STILL SMOKE IN YOUR CAR.

NO BULL

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

So maybe we define practical

a little differently than you.

VIRGINIA SLIMS
It's a woman thing.

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

© Philip Morris Inc. 2009
8 mg "tar," 0.7 mg nicotine av. per cigarette by FTC method.



WORK HARD. PLAY HARDER. REPEAT.

FOR THOSE WHO LIVE IN THE MOMENT

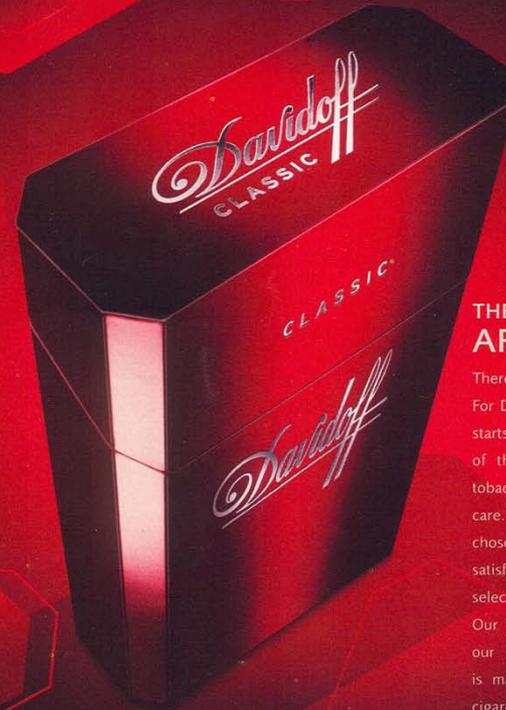
"When I first started in this business my main focus was to not just make the world's best tasting cigars. My aim was to develop unique products to be shared during life's most celebrated and memorable moments. Let the celebration begin." — CHRISTIAN EIROA, THE CEO OF CIGARS

ESTD 1962
CAMACHO
 CIGARS

www.camachocigars.com

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

Classic: 15 mg "tar," 1.0 mg nicotine; Lights: 12 mg "tar," 1.0 mg nicotine; Menthol: 15 mg "tar," 1.1 mg nicotine; Menthol Lights: 12 mg "tar," 1.0 mg nicotine



THE ONLY CORNERS WE CUT ARE ON THE PACK

There's no real pleasure in taking shortcuts. For Davidoff, our uncompromising attitude starts from the ground up in the fertile soils of the world, where carefully selected tobacco plants flourish under meticulous care. Only the highest-grade leaves are chosen for a deeply rich and consistently satisfying blend. Superior papers are selected for a smoother, more even burn. Our filter is more luxurious in feel, while our world-renowned beveled-edge pack is made to protect the uniquely crafted cigarettes inside. Some might say this is pure indulgence.

We say that's exactly the point.

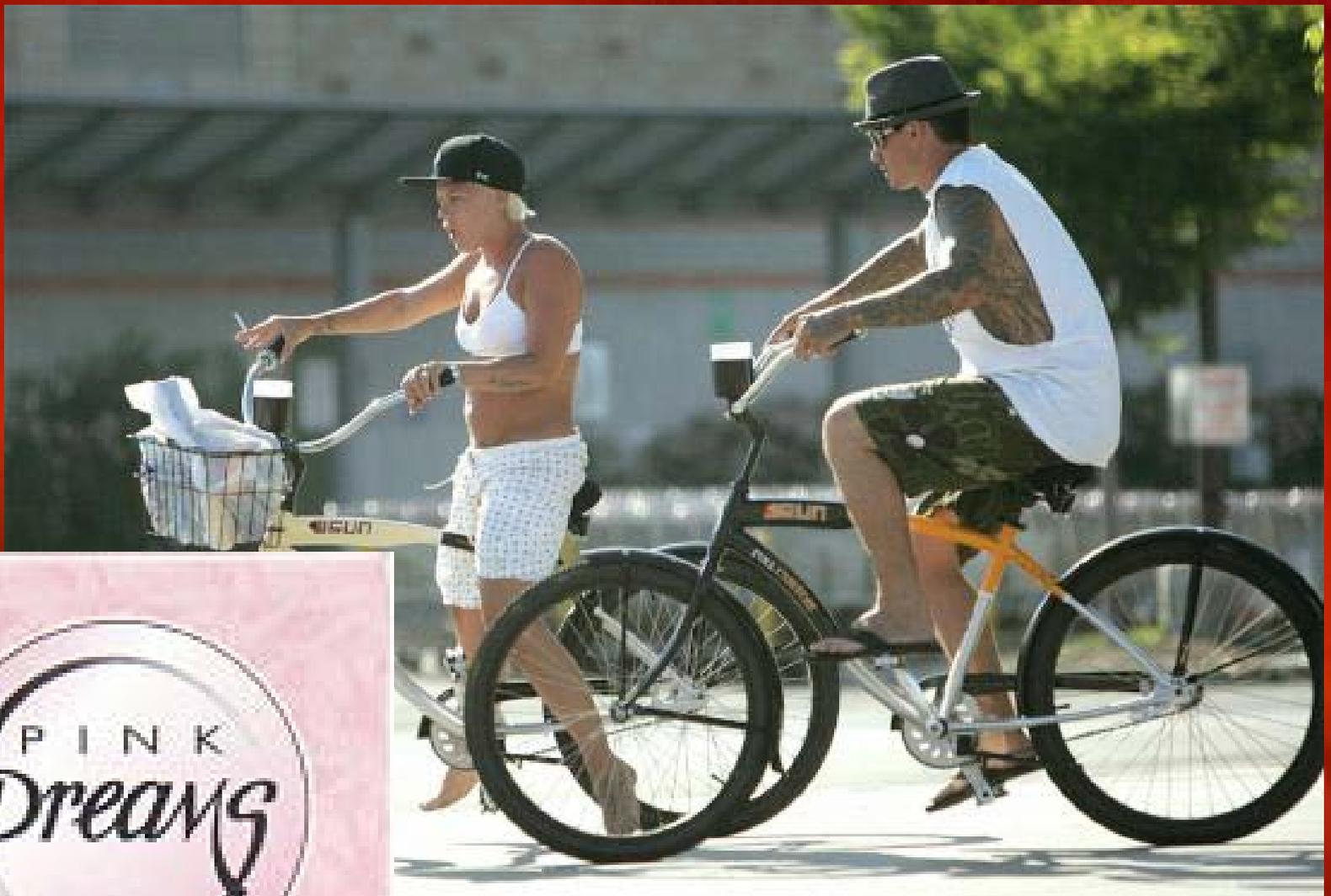
FOR A CLOSER LOOK, VISIT WWW.DAVIDOFFCIGARETTESUSA.COM/WELCOME

LIFE IS RICH

Davidoff
 CIGARETTES









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. We offer a variety of styles to suit every taste.

We use only the highest quality premium, natural whole leaf tobacco. We also pack our cigarettes with up to 25% more tobacco than other king-size cigarettes. All our tobacco products are 100% additive-free – no preservatives or flavorings. When you use the finest tobacco available, you don't need them.

To find the Natural American Spirit style that's right for you, use our online Style Selector at TryAmericanSpirit.com.



a style for every taste

Try Natural American Spirit with
\$20 in Gift Certificates

TryAmericanSpirit.com

or call 1-800-872-6460 ext 79259

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

Offer for two \$10 Gift Certificates good toward any Natural American Spirit products of greater value. Offer restricted to U.S. smokers 21 years of age or older. Limit one offer per person per 12 month period. Offer void in MA and where prohibited. Other restrictions may apply. Offer expires 06/30/10.

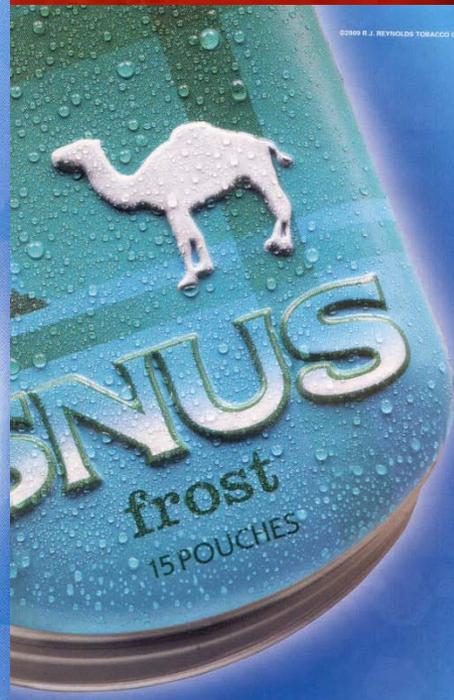
Printed on 30% PCW stock.

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

Smoking our "light mellow taste" or "ultra light mellow taste" filtered cigarettes does not reduce or eliminate the health risks of smoking. Natural American Spirit® is a registered trademark of Santa Fe Natural Tobacco Co. © SFNTC 3



WARNING:
THIS PRODUCT
MAY CAUSE GUM
DISEASE AND
TOOTH LOSS



enjoys taxicabs, sub
and bar-hoppin

camelsnus.com*
*WEBSITE RESTRICTED TO LEGAL AGE TOBACCO CONSUMERS

y hotel-friendly.

freedom for smokers.

FAQ #75

Can you snus at a
cocktail party?

A. Yes!

Since Snus is *spitless, smokeless*
and comes in a pouch, you
can Snus at the boss's party.





Camel Dissolvable Tobacco

is made of finely milled tobacco. It dissolves in your mouth. Therefore, no spitting is required.



Shake to Load ORB



How to Open Orbs' Child-Resistant Packaging



How to Use: Place one in your mouth. Don't chew or swallow. Move it around if you want. Let it fully dissolve in your mouth. **Enjoy Anywhere. Anytime. Anyplace.**

▶ Sticks will last 20-30 minutes.*



Slide Open While Holding Button

How to Open Sticks' Child-Resistant Packaging



* Individual results may vary.



DISSOLVABLE TOBACCO

The Future of Tobacco™

Real Tobacco Satisfaction

- ✓ Discreet
- ✓ Odor-free
- ✓ Mess-free
- ✓ Spit-free
- ✓ Smoke-free
- ✓ No secondhand smoke



Available in Wintergreen, Java, and Natural Blends

There are no safe tobacco products and quitting or not starting tobacco use is always your best option.

SMOKE-FREE

Why Dissolvable

What is it?

How to Enjoy

Real Stories

Get Connected

Click To Replay

Video Archive



DISSOLVABLE ADVANTAGE VIDEO

This video is not for distribution outside of this website

If you are a smoker, you deserve better...

You've discovered the most innovative tobacco product ever. Dissolvable tobacco requires no spitting. It's pieces of compressed powdered tobacco that are designed to dissolve in your mouth. You can enjoy tobacco anywhere, smoke-free and discreet. **Imagine the possibilities...**



No Boundaries Enjoy anywhere you want



Stay in the game whether it is having fun with your family or friends, stuck in a meeting at work or on the golf course... **more...**

Do Your Own Research



Learn more about smoking and smokeless tobacco prevention and cessation. **more...**

Responsible Tobacco
Find out more...



UNDERAGE SALE PROHIBITED

The warning size is based on an average screen size of 145 sq. inches (1024x 768 pixels).

sound file

[Enter Message Boards](#)

ORDER NOW

© 2007 Star Scientific, Inc.

I certify that I am an adult 21 years of age or older and that I want to view information regarding smoke free tobacco for Ariva and Stonewall Dissolvable Tobacco. I understand that giving false information in order to view the Ariva website may constitute a violation of law.

It will always be our policy that our products are for adults, and adults only. As a responsible corporate citizen, we support the use of filtering software to keep minors from receiving tobacco related age-restricted materials.

The Official Site of Ariva and Stonewall Dissolvable Tobacco Smoke Free Tobacco

The Future of Tobacco



[Privacy Policy and Terms of Use Information](#)

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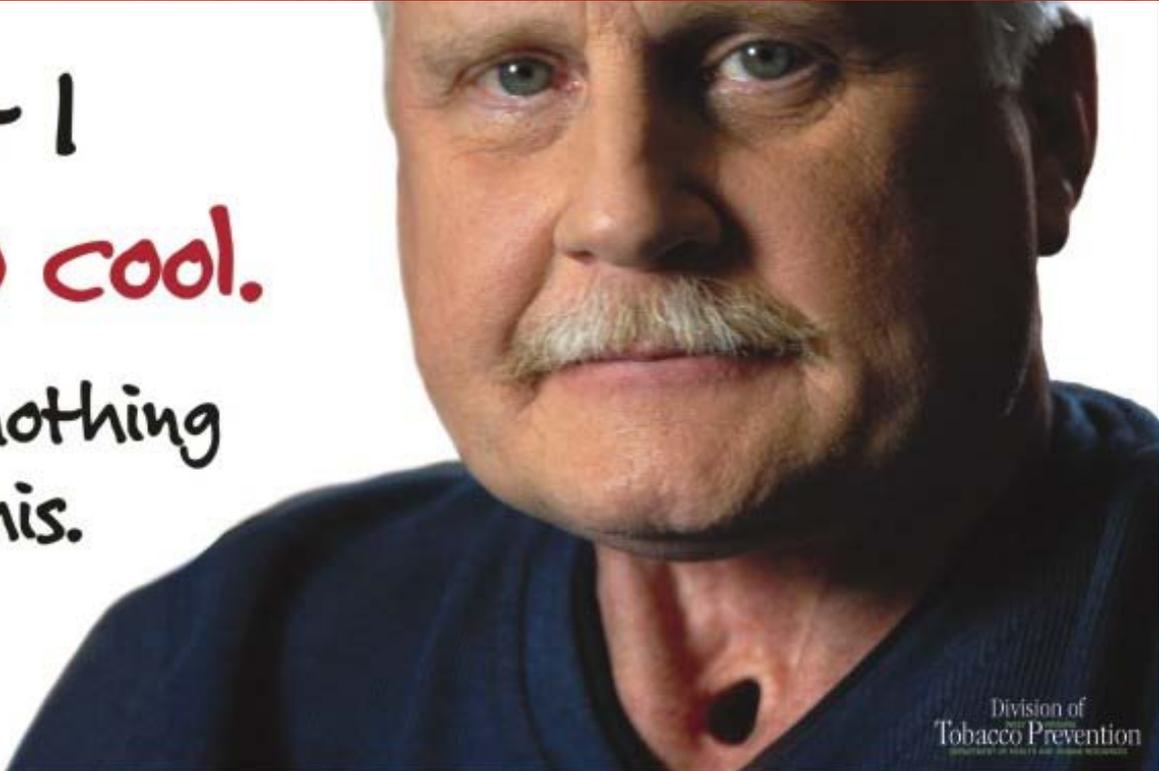




Smoking
Everywhere[®]
Electronic Cigarette







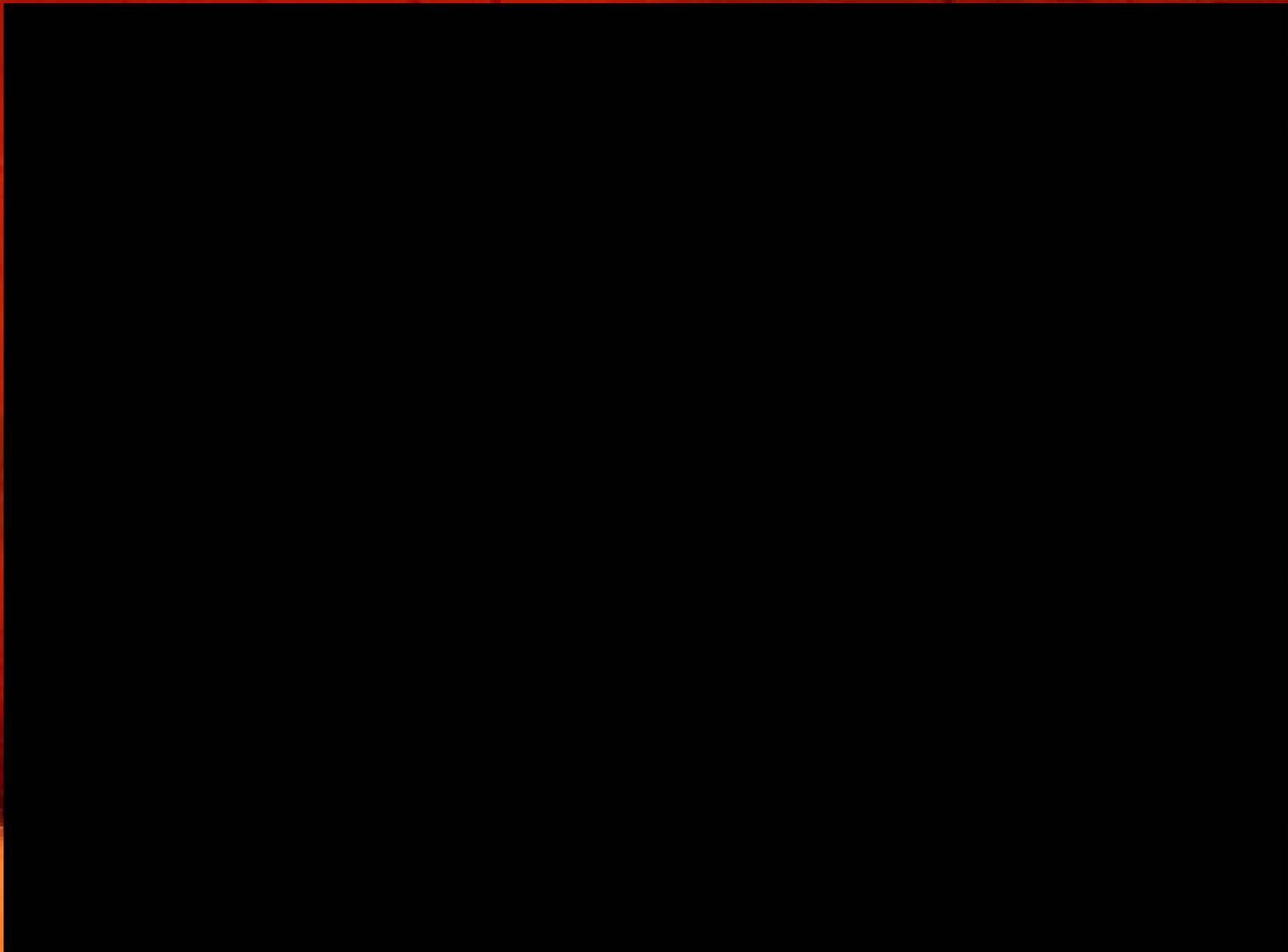
I thought I
looked **so cool.**

But there's nothing
cool about this.

West Virginia
TOBACCO
QUITLINE
1-877-966-8784

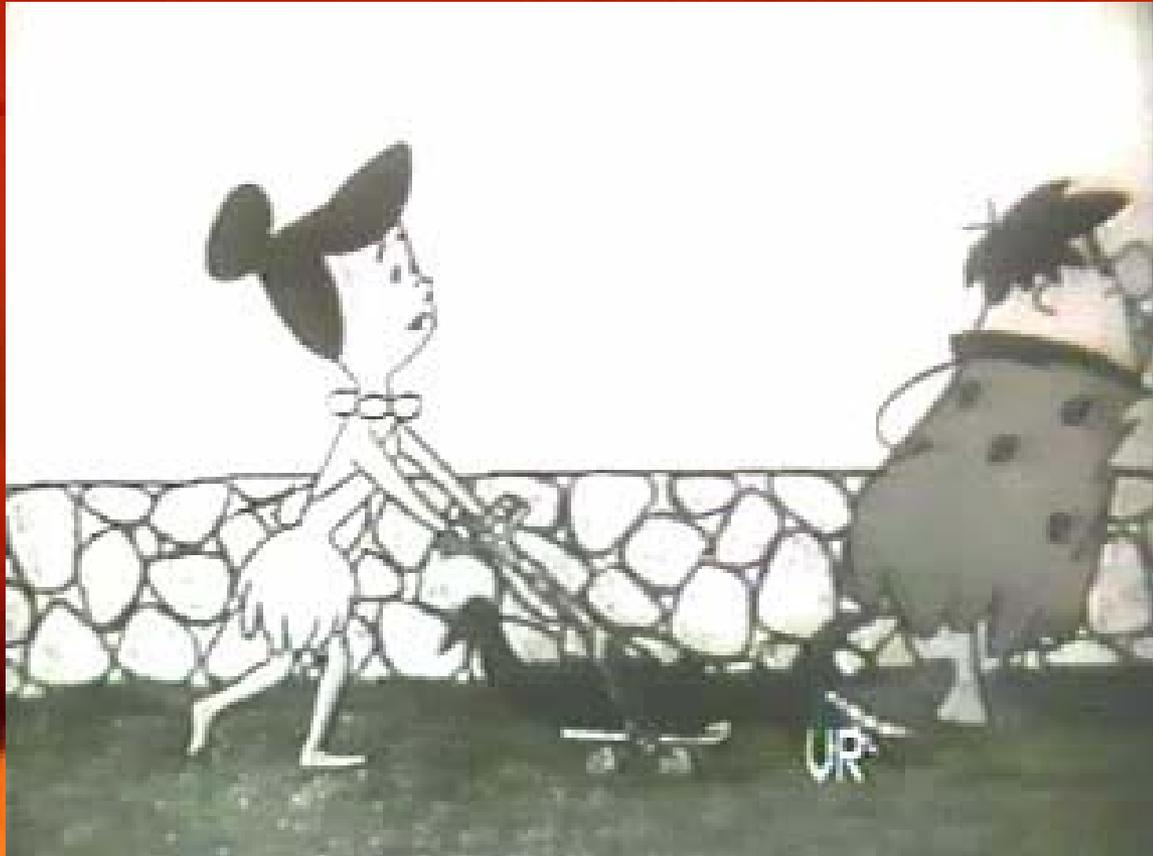
We can help you quit.
www.wvdtg.org

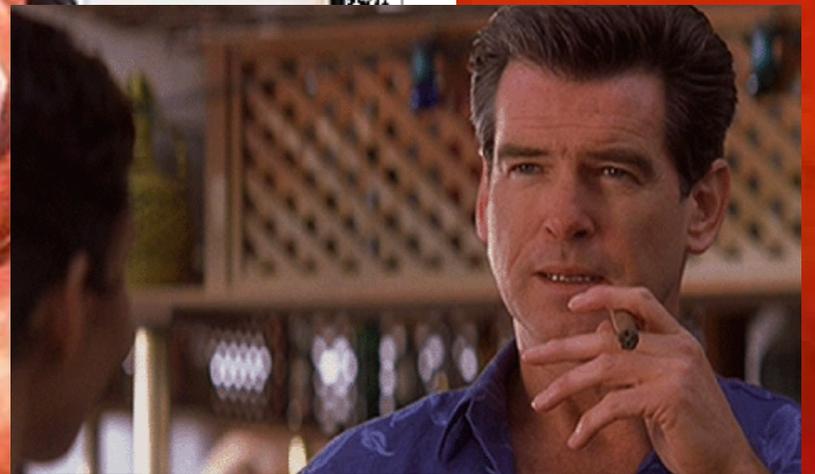
Division of
Tobacco Prevention
DEPARTMENT OF HEALTH AND HUMAN SERVICES



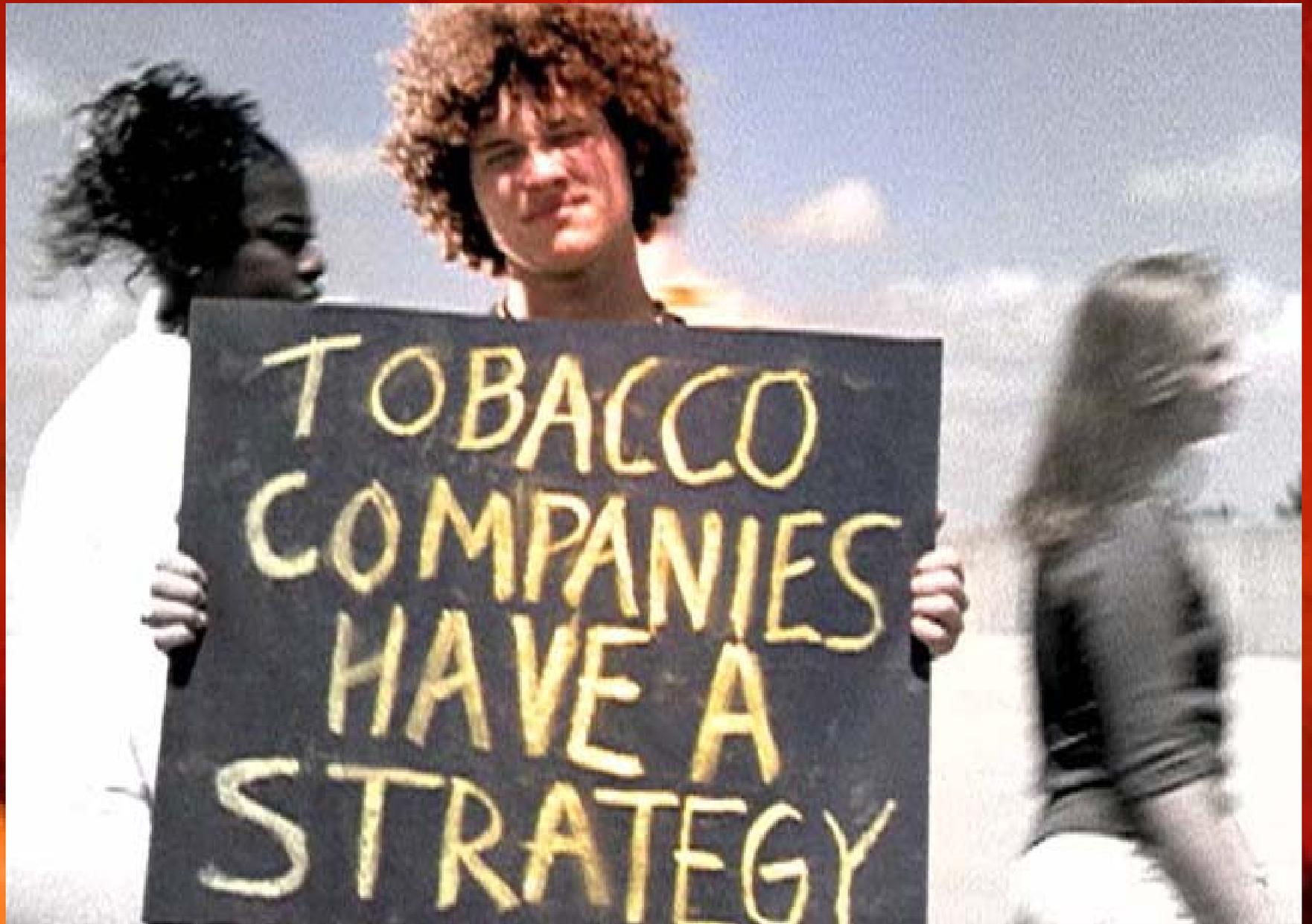


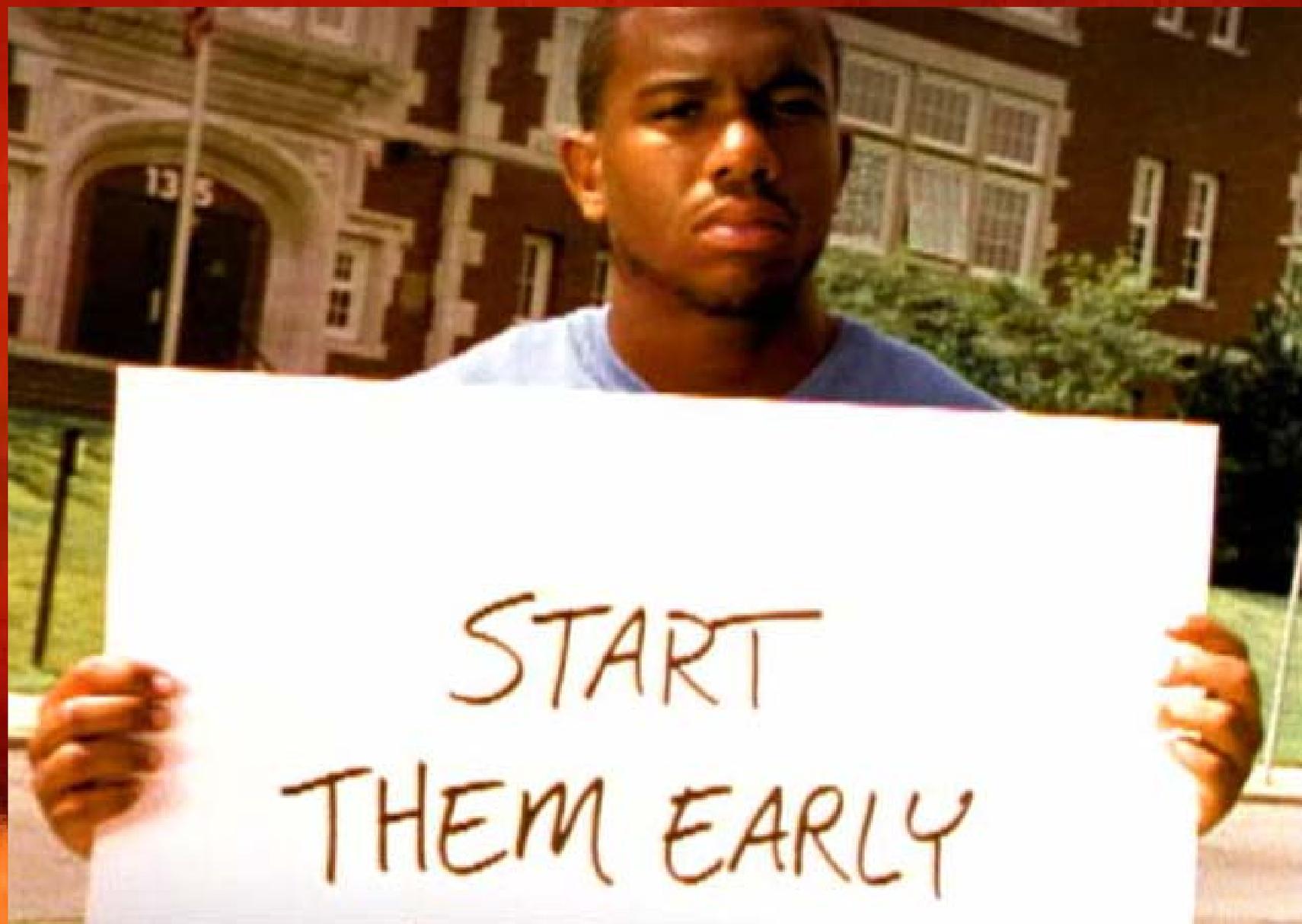
Flintstones Clip





**Why does Big
Tobacco continue to
market to kids?**





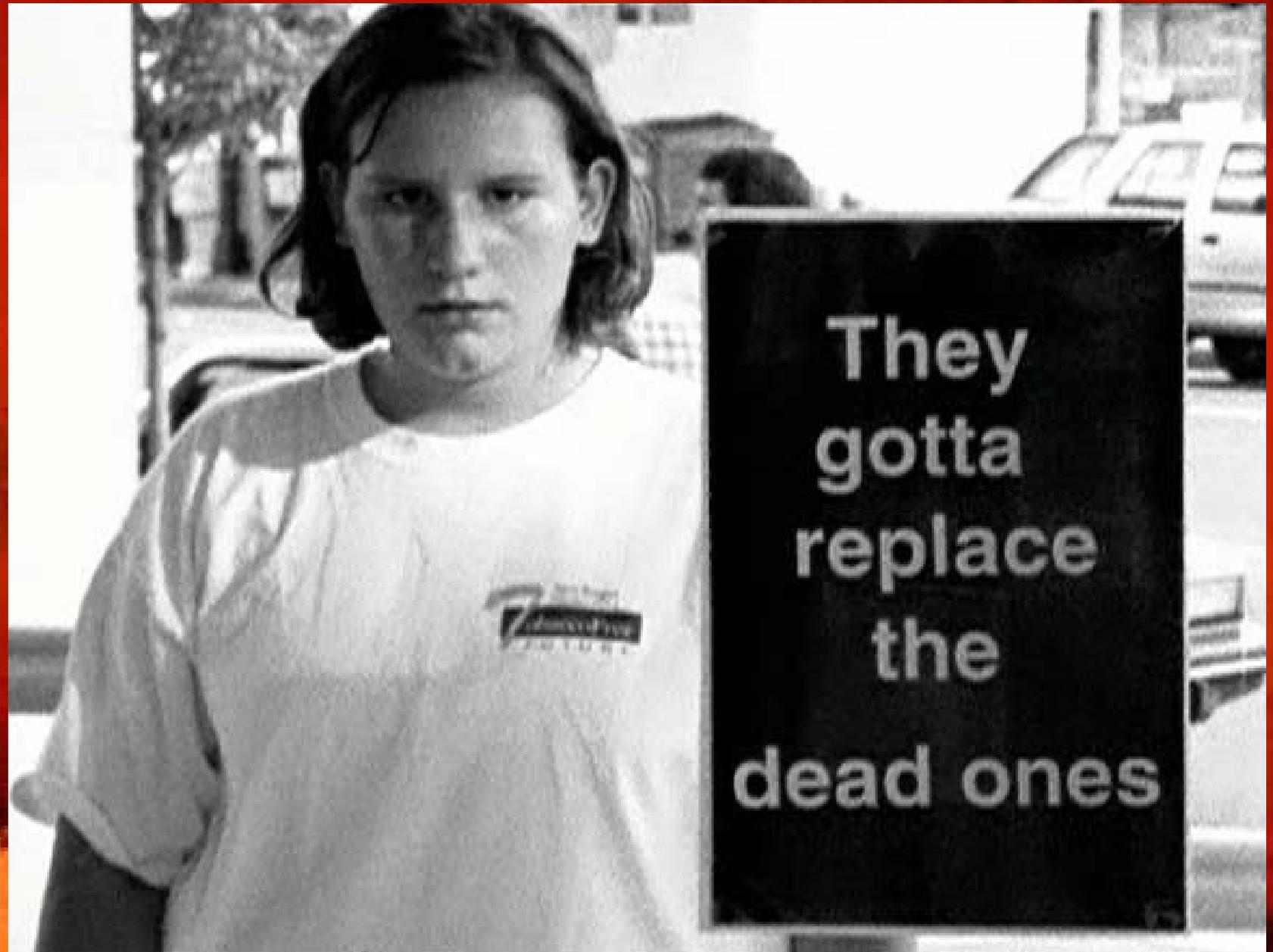
START
THEM EARLY

A young woman with long dark hair and glasses is holding a white sign in a city street. The background is a blurred city scene with buildings and a car. The sign has the text "And keep them addicted" written on it in a bold, dark blue font.

**And keep them
addicted**



WHY?



They
gotta
replace
the
dead ones