

Taste Science Succeeds.

'Enriched Flavor'™ breakthrough brings unprecedented taste to low tar smoking.

By "cracking" cigarette smoke down into separate ingredients, researchers at Philip Morris discovered very special "key" flavor units that deliver taste way out of proportion to tar.

The discovery is called 'Enriched Flavor.'

The cigarette packed with 'Enriched Flavor' tobacco is MERIT. At 9 mg., one of the lowest tar levels in smoking today.

Yet, MERIT actually packs the taste of cigarettes having more tar.

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.

Up to 60% more tar.

If you smoke, you'll be interested.

Tests Verify Taste

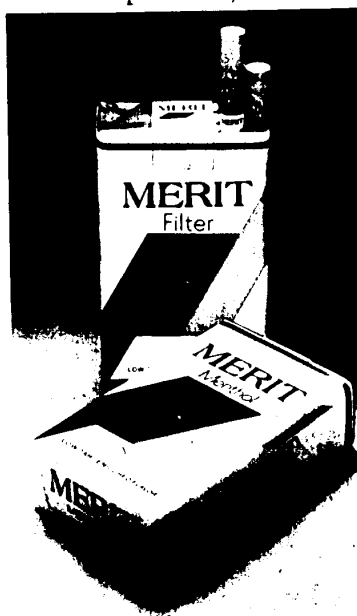
9 mg. tar MERIT was taste-tested against current leading low tar cigarettes ranging from 11 mg. to 15 mg. tar.

Thousands of smokers were tested. The majority reported that even if the cigarette tested had up to 60% more tar than MERIT, MERIT delivered as much — or more — taste.

You've been smoking "low tar, good taste" claims long enough.

Now smoke the cigarette.

MERIT



MERIT and MERIT MENTHOL