

Delivers the taste of cigarettes with up to twice the tar.

—Landmark Smoker Study

Extensive research proves 'Enriched Flavor' MERIT consistently matches the taste of leading higher tar brands.

Latest research offers the most conclusive evidence yet confirming MERIT as the *proven* taste alternative to higher tar smoking.

MERIT Taste Does It!

In impartial 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.

Taste Debate Ends.

In a second part of the same study, smokers confirm that MERIT taste is a major factor in completing their successful switch from higher tar brands.

Confirmed: 9 out of 10 former higher tar smokers report MERIT is an *easy* switch, that they *didn't* give up taste in switching, and that MERIT is the *best-tasting* low tar they've ever tried.

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.

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Kings: 7 mg "tar," 0.5 mg nicotine—100's Reg: 10 mg "tar," 0.7 mg nicotine—100's Men: 9 mg "tar," 0.7 mg nicotine av. per cigarette, FTC Report Dec. 81