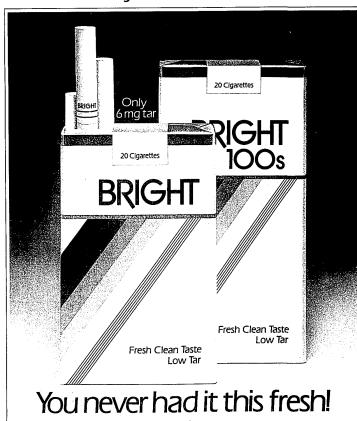
Introducing

BRIGHT

A fresh new taste experience that outshines menthol.

It not only tastes fresher while you smoke. It even leaves you with a clean, fresh taste.



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Available in limited areas

6 mg, "tar", 0.5 mg. nicotine av. per cigarette by FTC method.

> Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.