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.



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.