

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

—Landmark Smoker Study

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

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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