

Discover the clean difference in smoking!



Breathe easy, smoke clean with

New **BELAIR**

Breathe easy, new Belair brings you the clean difference in taste: new air-fresh menthol blend for a clean breath of freshness in every puff!

Breathe easy, Belair has the clean difference of a deep-set recessed filter, set deep where a filter belongs to let you smoke clean.

Now, enjoy the clean difference in smoking with new BELAIR!



The Clean Difference in Smoking is Here!

New Air-Fresh Menthol Blend—
the Clean Difference
in Taste!



New Deep-Set Recessed Filter—
the Clean Difference
in Filter Tips!