



**Introducing KOOL GOLD. Enjoy refreshing  
flavorful satisfaction... without menthol.**

Many smokers find low 'tar'  
cigarettes taste like hot air, pretty dry.  
Yet, for some, menthol is not the  
answer.

Now there's KOOL GOLD. A new  
kind of low 'tar' cigarette. KOOL has  
found a way to give you a truly  
satisfying, refreshing smoke without  
menthol. This cigarette has a

patented filter which channels the  
smoke to cool it as it traps 'tar', and  
harsh tasting elements.

So the taste that comes through  
from KOOL GOLD is flavorful and  
refreshing... without menthol, and  
with only 8 mg. 'tar'.

8 mg. 'tar' .8 mg. nicotine

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