

STUDY DESIGN

Styles Tested	Total	Completes Among 18-34 Black Smokers Of		
		SALEM King	Kool King	Newport King
SALEM King	450	150	150	150
Kool King	450	150	150	150
Newport King	450	150	150	150

NOTE: Half of all completes will be among 18-24 black smokers, so that product performance can be read among this group.

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