

DRAFT

Turley Jr.

Considering this is RJR Tobacco, I'm assuming any product has to be a tobacco product and stop short of a non-tobacco cigarette.

Suggestions I got from non-smoking friends include:

cigarettes that do not stain teeth
bright colors
more distinct flavors & aromas

Also, with my "drug" background, my inclinations lean in that direction. With the "weight loss" area, being a multi million dollar business, I'm convinced that if a brand(?) was advertised as being an appetite suppressant, it would be an instant success, however controversial. I'm not sure where the FDA, etc. would enter in here.

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