

Information Office, Board of Governors of the  
Federal Reserve System, Washington, DC  
20551.

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does NOT mean a safer cigarette.” (The order requires a similar disclosure in advertising for other tobacco products Alternative Cigarettes advertises as having no additives.) The disclosure must be included in all tobacco advertising that represents (through such phrases as “no additives” or “100% tobacco”) that the product has no additives. Part I exempts Alternative Cigarettes from the disclosure requirement: (1) For cigarette advertisements not required to bear the Surgeon General’s health warning; and (2) if Alternative Cigarettes possesses scientific evidence demonstrating that its “no additives” cigarette poses materially lower health risks than other cigarettes of the same type. In general, the disclosure required by Part I must be in the same type size and style as the Surgeon General’s warning and must

scale and type as (b) in order to contain no additives or possess less tar or nicotine than cigarettes that contain additives. (c) If the product is a cigarette, it must also contain the text “This product is not a safer cigarette than cigarettes containing additives.” (d) The text of the disclosure must be in the same type size and style as the Surgeon General’s warning and must be placed immediately adjacent to the warning.