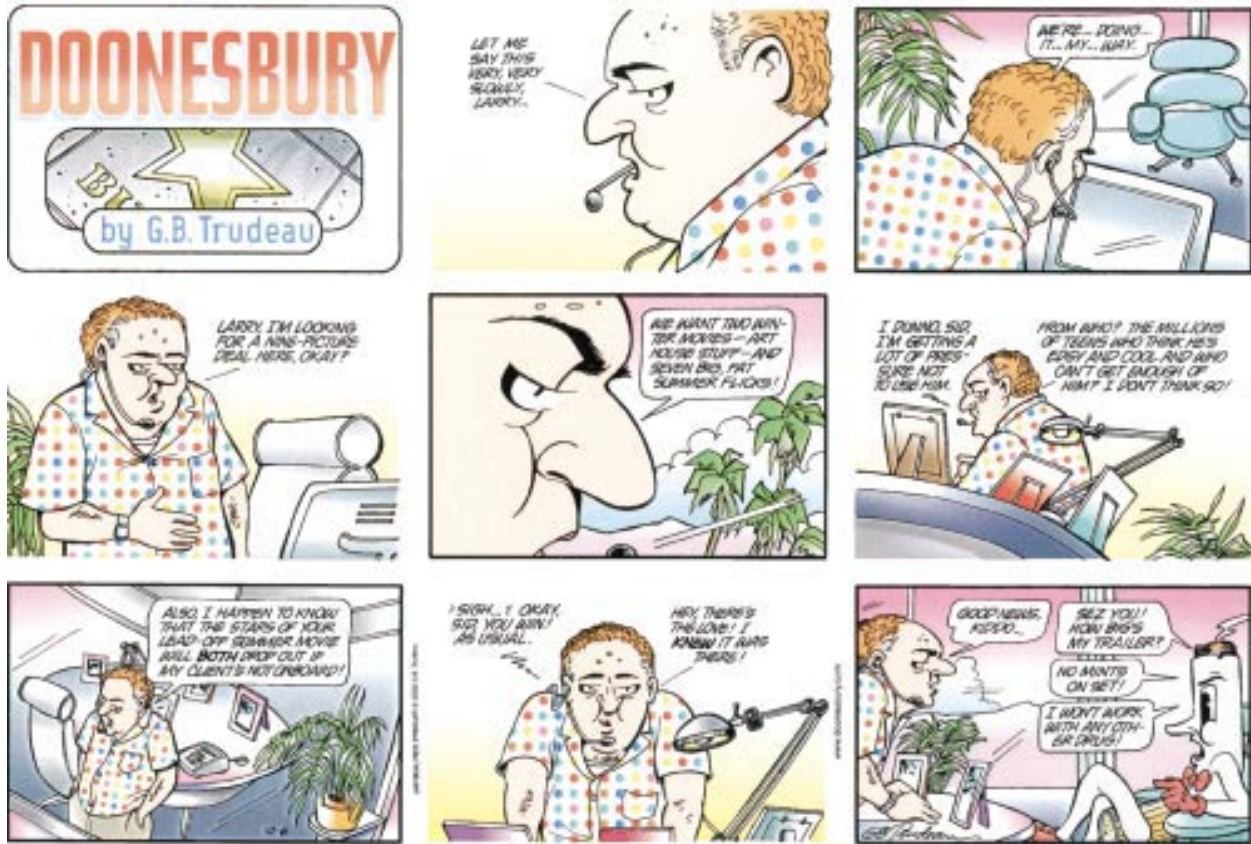


# The lighter side



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Austria's "Mild Sorte" brand telegraphing its punches for the proposed EEU-wide ban on using words like "mild" and "light" in branding. In the blink of a regulatory eye, the brand name to morph into "Meine Sorte" (my sort)? Contributed by Ernest Groman, Vienna.



**"I don't care what they let you do in that other lab,  
you can't smoke in here."**

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**TC**

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doi: 10.1136/tc.12.1.102

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