

Online Supplementary Figure S1. Business-to-business marketing material for Rothmans, Benson & Hedges' capsule cigarettes: *"RBH is introducing an alternative product for legal aged smokers seeking to transition from menthol to non-menthol cigarettes, allowing them to choose when they experience a menthol taste, if at all".*

Cigarette addiction affects generations.
Mother and daughter are both addicted to tobacco. Nicotine is the drug in tobacco that causes addiction.
You can quit. We can help. 1-877-878-QUIT
Health Canada

Smoking in the car hurts more than just you.
Smoking in the car exposes you, your family and passengers from the back to second-hand smoke.
Wash the car. Turn on a fan. Open the windows.
Health Canada

"I wish I had never started smoking."
These diagnosed cases confirm that the nicotine in menthol cigarettes is addictive and can lead to long-term health issues.
You can quit. We can help. 1-877-878-QUIT
Health Canada

Another premature death.
Smoking is the leading preventable cause of premature death in Canada. About 100 people die from tobacco use each day.
You can quit. We can help. 1-877-878-QUIT
Health Canada

THE CHOICE FOR A SMOOTH TO FRESH TASTE ANYTIME

POP ROLL REFRESH

With a growing number of jurisdictions moving to ban menthol, and the likelihood of changing adult smoker preferences in this category,

RBH is introducing an alternative product for legal aged smokers seeking to transition from menthol to non-menthol cigarettes, allowing them to choose when they experience a menthol taste, if at all.

NOT ALL PRODUCTS AVAILABLE OR PERMITTED IN ALL PROVINCES. Any product information contained herein is intended to ensure that you, the tobacco product distributor or retailer, provide proper and current information to your customers. It is not intended as advertising of tobacco products and should not be displayed by you to consumers.

WARNING Tobacco smoke hurts everyone.
Infants who are exposed to tobacco smoke are at greater risk of dying from Sudden Infant Death Syndrome (SIDS).
Health Canada