

Online Supplementary Figure S2: Business-to-business marketing materials for non-menthol alternatives from Rothmans Benson and Hedges, Imperial Tobacco Canada and JTI –Macdonald Corp.*



December 1, 2016

Dear Valued Retail Customer,

As you may be aware, the Ontario government has banned the sale of menthol tobacco products through the Healthy Living Choices Act, 2015.

Effective January 1, 2017, the sale and distribution of menthol tobacco products in the province of Ontario by tobacco manufacturers and wholesalers is banned.

At JTI-Macdonald Corp., we support measures to prevent the promotion and sale of tobacco products to young people and all reasonable measures to regulate the sale, distribution and use of our products. We do not support a ban on menthol, a traditional ingredient enjoyed by older adult smokers in Canada since the 1920s, and are concerned it will simply drive adult smokers to the illegal market. There are currently over 30 illegal brands of menthol cigarettes available at a fraction of the price.

To comply with the new legislation, we will discontinue the sale of the following menthol products in the Province of Ontario:

1. More International Menthol Filter 120's
2. Macdonald Menthol Full Flavour RG 25
3. Macdonald Menthol Smooth Taste RG 25
4. Macdonald Menthol Full Flavour KS 25
5. Macdonald Special Menthol KS 25
6. Macdonald Special Super Kings Menthol 100's
7. Liggett Ducal Menthol KS 25
8. Liggett Ducal Super Kings Menthol 100's

As a retailer in Ontario, you're permitted to sell through your menthol products right through to the January 1, 2017 deadline. Please isolate the nine (9) JTI menthol products listed above no later than end of day on December 31, and your Sales Representative will process a credit for the menthol products during their next scheduled visit to your store.

As of January 1, 2017, if asked by your adult smoking consumers, please reference the schedule below for the best JTI non-menthol alternative products.

If you have any questions about JTI products or the next steps, please do not hesitate to contact your Sales Representative.

Regards,

Bruce McCarles
Director, Field Operations – Central Region
Sales, Canada

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Non-Menthol Alternative Products

Menthol Product	Non-Menthol Alternative Product
More International Menthol Filter 120's	More International Filter 120's
Macdonald Menthol Full Flavour	Macdonald Special Smooth Taste
Macdonald Menthol Smooth Taste	Macdonald Special Smooth Taste
Macdonald Special Menthol	Macdonald Special Smooth Taste
Macdonald Special Supersims Menthol 100's	Macdonald Special Supersims 100's
Liggett Ducal (LD) Menthol	Liggett Ducal (LD) Smooth Taste
Liggett Ducal (LD) Super Kings Menthol 100's	Liggett Ducal (LD) Super Kings Smooth Taste 100's
du Maurier Menthol	Export A Smooth Taste
Peter Jackson Menthol	Macdonald Special Charcoal Filter Smooth Taste
Pall Mall Menthol	Liggett Ducal (LD) Smooth Taste
Pall Mall Convertible	Liggett Ducal (LD) Smooth Taste
Pall Mall Convertible 100's	Liggett Ducal (LD) Super Kings Smooth Taste
Vogue Slim Menthol	Macdonald Special Supersims Smooth Taste 100's
Vogue Perle Menthol	Macdonald Special Supersims Ultra Smooth Taste 100's
Vogue Menthol Supersims	Macdonald Special Supersims Ultra Smooth Taste 100's
Number 7 Menthol	Macdonald Special Smooth Taste
Craven A Special Menthol	Macdonald Special Smooth Taste
Belmont Hybrid	Camel North Aqua Filter (Coming Soon)
Canadian Classic Crush	Camel North Aqua Filter (Coming Soon)
Benson & Hedges Menthol Supersims	Macdonald Special Supersims 100's
Benson & Hedges Sapphire Supersims Menthol 100's	Macdonald Special Supersims 100's
Benson & Hedges Menthol	Macdonald Special Smooth Taste
Benson & Hedges Deluxe Menthol 100's	Macdonald Special Supersims 100's
Accord Menthol	Macdonald Special Smooth Taste

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Next Menthol	Camel North Aqua Filter (Coming Soon)
Next Snap	Camel North Aqua Filter (Coming Soon)
Philip Morris Burst	Camel North Aqua Filter (Coming Soon)

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*Two of these documents were accessed through a member of the study's advisory committee; the third was retrieved through an online search