

**Photograph template (example: Virginia Slims Uno Snow)**

Front + right of pack 	Back + left of pack 	Top of pack 
Bottom of pack 	Pack open, foil and sticks visible 	Cigarette stick, front and back visible 
Cigarette stick, opened lengthwise 	Lid features 	Other features

**Descriptive data not captured by photographs**

1. Tear tape: distinct scents
2. Cellophane features: visual features, slogans, distinct scents, text, any other designs or imagery
3. Foil features: visual features, textures, distinct scents, any other designs or imagery
4. Filter: colour, texture (e.g. 'brown cork'), distinct scents, buttons for crushing a capsule, any other distinct features. Examine filter while intact and after dissecting lengthways.
5. Capsule: number of capsules, and scent of each capsule after it has been crushed
6. Tobacco scent: any distinct scents in tobacco when not lit

## Codebook

Code	Definition	Identifying features
Flavoured (non-capsule)	Contains an added characterising flavour (e.g. menthol, fruit, clove), and does <u>not</u> contain a crushable capsule.	<p>Variant names and/or descriptors such as 'menthol', 'mint', 'chill', 'ice', 'Cool Blast'.</p> <p>Colour codes such as pink, purple, yellow (fruits), green (mint), conveyed in filter design, packaging, descriptors, and slogans.</p> <p>Distinctive scents in tobacco leaf that indicate added flavour, typically menthol/mint, fruit, candy, and/or clove.</p> <p>No capsule found after dissecting filter.</p>
Capsule	Contains a crushable capsule inside cigarette filter.	Capsule found inside filter after dissecting filter lengthways.
Light	Positioned as 'light' or 'mild' in flavour, and/or as providing a harm reductive benefit.	<p>Descriptors that evoke softness or mildness (e.g. 'fine', 'wind blue'), and/or allude to harm reductive features (e.g. 'Bamboo Charcoal', 'Triple Filter Charcoal', 'less smell', 'ash control', 'pleasant aroma').</p> <p>Use of pale or cool colours (typically light gold, silver, pastel colours, blue) as conveyed on packaging, in descriptors or variant name, or other features on packaging.</p> <p>Use of white or pearlescent filters.</p>
Regular	Not positioned as 'light' or 'mild', and do not contain any added characterizing flavours.	<p>Variant names or descriptors such as 'original', 'full flavour', 'classic'.</p> <p>Pack/stick features and/or variant name with stronger colour coding (e.g. red or gold pack; cork filters).</p> <p>No distinctive scents detected other than tobacco.</p>