

INGENIOUS IDEAS

DEPARTMENT

Not All Cigarettes Are Created Equal

(NAPSA)—If you or someone you know is a smoker, you're probably aware of the need to stop smoking.

Until you can quit, at least now there is an alternative to traditional cigarettes. Omni reduced carcinogen cigarettes taste, smoke and burn like premium cigarettes, but produce significantly lower levels of many of the recognized carcinogens and toxins in tobacco products.

The technology behind this reduced carcinogen cigarette involves using a proprietary catalytic process to decrease polycyclic aromatic hydrocarbons (PAHs), nitrosamines (TSNAs) and catechols.

"While there is no such thing as a safe cigarette, we believe if you do smoke, Omni is the best alternative," said Bennett S. Lebow, CEO of Vector Tobacco, makers of Omni.

The reductions in carcinogen levels are also found in the sidestream smoke produced by Omni cigarettes. According to the Environmental Protection Agency, sidestream smoke contains known or suspected car-

Quitting by the Numbers

- 52 million Americans smoke
- Only 2.5 percent quit every year
- Polycyclic aromatic hydrocarbons (PAHs) reduced by as much as 51 percent in mainstream smoke
- Tobacco specific nitrosamines (TSNAs) reduced by as much as 53 percent in mainstream smoke
- PAH Acenaphthylene reduced by 66 percent in sidestream smoke



cinogens. Dr. Bob Bereman, a Vector research scientist, agrees. "Many people who don't smoke are around family and friends who do," said Dr. Bereman. "That's why it is important to not only reduce the carcinogens in mainstream smoke, but in sidestream smoke as well."

Increasingly, this new cigarette is seen to be a logical and important first step for many smokers who understand the health risks associated with smoking.