

423-6113

## Full flavour. Less irritation.



**Charcoal beads** 

Semolina granules (wheat)

**Standard filter** 

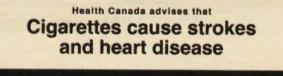
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## The inside story on full flavour with reduced irritation.

Player's Premiere has a unique filter. It incorporates the dispersion qualities of granular semolina, a grain product made from wheat, with beads of charcoal, an effective natural filtering agent. This filter combined with a premium blend of Player's tobacco will give you full-flavoured taste with reduced irritation.\*

Player's

\* Based on research with smokers



Première



## Health Canada advises that smoking is addictive and causes lung cancer, emphysema and heart disease.