

NATURAL AMERICAN SPIRIT



Our journey began, as they often do, with little more than an idea – to create a premium cigarette that was **free of additives**.

Once that goal was achieved, our next step was the creation of **earth-friendly growing programs**, and then tobacco grown under organic specifications, to lessen our farmers' impact on the environment.

We're proud to have produced the first cigarette made with **organic tobacco**.



We continued on to blends that celebrate American traditions. Along the way, we met the caretakers of a centuries-old process of aging tobacco in oak barrels. Our



Perique blend styles carry on that heritage.

EXPERIENCE
NATURAL
AMERICAN
SPIRIT



with two packs for **\$2**

TryAmericanSpirit.com or
call 1-800-435-5515

PROMO CODE 42065

Offer for two "1 for \$1" Gift Certificates good toward any Natural American Spirit pack or pouch purchase (excludes 150g tins). Not to be used in conjunction with any other offer. Offer restricted to U.S. smokers 21 years of age and older. Limit one offer per person per 12 month period. Offer void in MA and where prohibited. Other restrictions may apply. Offer expires 09/30/11.

CIGARETTES

EXPERIENCE
NATURAL
AMERICAN
SPIRIT



with two packs for **\$2**

TryAmericanSpirit.com or
call 1-800-435-5515

PROMO CODE 42065

Offer for two "1 for \$1" Gift Certificates good toward any Natural American Spirit pack or pouch purchase (excludes 150g tins). Not to be used in conjunction with any other offer. Offer restricted to U.S. smokers 21 years of age and older. Limit one offer per person per 12 month period. Offer void in MA and where prohibited. Other restrictions may apply. Offer expires 09/30/11.

CIGARETTES

EXPERIENCE
NATURAL
AMERICAN
SPIRIT



with two packs for **\$2**

TryAmericanSpirit.com or
call 1-800-435-5515

PROMO CODE 42065

Offer for two "1 for \$1" Gift Certificates good toward any Natural American Spirit pack or pouch purchase (excludes 150g tins). Not to be used in conjunction with any other offer. Offer restricted to U.S. smokers 21 years of age and older. Limit one offer per person per 12 month period. Offer void in MA and where prohibited. Other restrictions may apply. Offer expires 09/30/11.

CIGARETTES

At **Natural American Spirit**, we began by growing earth-friendly tobacco. A practice so uncommon that we raised the bar for tobacco growing standards. Because of this standard our farming practices lessen the impact on the land and water.

Inspired by our dedicated consumers, diverse employees and the communities in which we work, we knew we could do more.

So, we supplied our sales force with hybrid cars, began cleaning-up endangered watersheds, and initiated energy saving programs. Today, we print our inserts using **100% recycled** materials, purchase energy from renewable sources, and compost tobacco leaf waste.

Right now we are exploring efforts to make our packs easier to recycle with



a new paper inner liner. We continue our efforts to prevent litter by providing our smokers with tools to responsibly dispose of their cigarettes. And every day we strive to **lessen our carbon footprint**. Solar panels used with our traveling event experience are an example of our commitment.

After almost 30 years, we continue to push ourselves to being the **most environmentally responsible tobacco company on the planet**.



EXPERIENCE NATURAL AMERICAN SPIRIT

with two packs for \$2

PROMO CODE 42065

Offer for two "1 for \$1" Gift Certificates good toward any Natural American Spirit pack or pouch purchase (excludes 150g tins). Not to be used in conjunction with any other offer. Offer restricted to U.S. smokers 21 years of age and older. Limit one offer per person per 12 month period. Offer void in MA and where prohibited. Other restrictions may apply. Offer expires 09/30/11.

TryAmericanSpirit.com or call 1-800-435-5515

No additives in our tobacco
does **NOT** mean a safer cigarette.

Organic tobacco does **NOT**
mean a safer cigarette.

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

CIGARETTES

Natural American Spirit® is a registered trademark of Santa Fe Natural Tobacco Company. ©SNTC 2011