

NATURAL. AMERICAN. SPIRIT.



CIGARETTES

Natural American Spirit is a registered trademark of
Santa Fe Natural Tobacco Co. © SFNTC 1

SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.



No matter how far we go,
or where the road leads us,
we will remain committed to
using only premium quality,
whole leaf, additive-free
tobacco. *Naturally.*

EXPERIENCE NATURAL
AMERICAN SPIRIT
with two packs for **\$2**

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

PROMO CODE 42009

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 06/30/11.

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We used **100% recycled** content for this insert, as we do with nearly all our marketing pieces.

We **saved 280,000** paper hand towels in 2010 by installing hand dryers in our Santa Fe office.

We **saved 30,000** paper cups in 2010 by glazing ceramic mugs both for ourselves and for our guests in Santa Fe.

Our sales team's **hybrid car fleet** saved 312 barrels of oil in 2009.

We have been **100% wind powered** since 2008.



Learn more about what we do at www.sfntc.com

100% additive-free natural tobacco



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

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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 unique tobaccos. Along the way, we met the caretakers of one of the rarest tobaccos in the world. The centuries-old process of aging Perique tobacco in oak barrels lives on in the unmistakable taste of our **Perique blend** styles.

And as we met more and more farmers, they inspired us to create our **100% U.S. Grown blend**, to support our communities and the environment.



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