



# TarBar

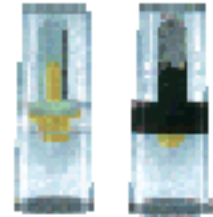
from **Sessions Specialty Company!**

## CIGARETTE FILTERS

### For Smokers Who Can't or Don't Want to Quit

TarBar filters are clear plastic disposable filters that draw smoke through pinpoint openings at high velocity. The process causes the heavy particles, tar and nicotine, to be separated and adhere to the inside filter walls. The amount of tar and nicotine removed varies but it's effectiveness is evident to the smoker almost immediately.

- Reduces Tar & Nicotine and Other Harmful Substances
- Doesn't Change Taste of Cigarette
- Improves Breathing, Taste & Smell
- Reduces Yellow Staining and Promotes Whiter Teeth
- Reduces Morning Throat Burn
- Reduces Coughing & Hacking



Before After

Each TarBar Disposable Filter can be used for 6-7 cigarettes.

The objective of TarBar is to provide a product to the smoker that removes tar, nicotine and other harmful substances, but not to the extent that the smoker, in reality, does not want to use it. The fact of smoking is that unless the smoker receives the same perceived experience, he or she is very unlikely to use the product. TarBar removes a significant amount of damaging impurities while still providing the smoker with the perceived, full smoking experience.

Past scientific research performed in the United States indicates an average tar removal of 33% and nicotine removal of 9%. The NEW IMPROVED TarBar with 6 ports almost doubles the tar removal and makes the "draw" even easier. Filters have been on the market for decades, and today, some exist that will remove even greater quantities of tar and nicotine. However, in our own informal research with smokers, we determined that other devices that removed more tar and nicotine were very difficult to "draw" (smoke) and/or changed the taste and reduced the flavor to such a degree that smokers did not receive the pleasure to which they were accustomed. Consequently, they seldom use them on a continual basis.

A potential, though scientifically unproven, ancillary benefit of TarBar is that the smoker visually becomes constantly aware of the blackened substances built up in the filter. Smokers have told us that this weighs on their psyche to the point that many reduce smoking frequency and/or become more determined to "break the habit". The visual experience along with the mental awareness that the filter is removing roughly only two-thirds of the toxins elevates concern over the one-third of the toxins that are still entering the body and provides a powerful deterrent.



SM401

### TarBar CIGARETTE FILTERS

thirty filters to pack - 24 packs to display

**CALL 1-800-763-0077 FOR PRICING**

(suggested retail \$4.95 - \$5.49 per pack)

(18 displays to case)