

Nicotine levels up

Research shows that cigarette manufacturers have been adding more nicotine to cigarettes. The amount typically inhaled rose by 11% from 1998 to 2005, making it harder for smokers to quit

NICOTINE YIELD (mg/cigarette)

All styles – mentholated, full flavour, light, medium (mild), ultralight



Nicotine yield can be enhanced through increased nicotine in tobacco; reduced cigarette burn rate, resulting in more puffs taken per cigarette; or changes in ventilation levels of filter