



The Office of the
Minnesota Attorney General
helping people afford their lives and live with dignity and respect

**STATE OF MINNESOTA,
BY ITS ATTORNEY GENERAL
KEITH ELLISON
Vs.
JUUL LABS, INC.**





JUUL **JUUL** ✓
@JUULvapor

Follow

Having way too much fun at the #JUUL launch party #LightsCameraVapor #NYC



7:58 PM - 4 Jun 2015

The makers of PAX invite you to the
JUUL LAUNCH PARTY



Thursday, June 4th | 7 - 11 PM | New York City



JUUL



VAPORIZED



#IAMORINGEVOLVED

JUULvape.com

#SMOKEEVOLVED

VAPORIZED

JUULvapor.com

KOO

AND THEN SOME.

Kings, 16 mg. "tar", 1.1 mg. nicotine av. per cigarette by FTC method.

**SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.**



Rauchen ist tödlich. Fumer tue. Il fumo uccide.

JUUL

SMOKING EVOLVED

RIGANAPOLSKI

I love the sound - "Lucky Strike!"
It means the taste is true.
But when I smoke the cigarette,
I know the taste is true!

I really love a Lucky Strike
and you know why?
It's the taste!
I'm in luck!

Be Happy - Go Lucky!

Enjoy your cigarette! Enjoy truly fine tobacco that combines both perfect mildness and rich taste in one great cigarette - Lucky Strike!

Perfect mildness! You see, scientists were confirmed by these independent consulting laboratories, prove that Lucky Strike is milder than any other principal brand. Rich taste! Yes, the full, rich taste of truly fine tobacco.

Only fine tobacco gives you both mild mildness and rich taste. And Lucky Strike means fine tobacco. Because of the happy blending that combines perfect mildness with a rich, true tobacco taste. Be Happy - Go Lucky!

LS/M.F.T.
Lucky Strike
Means Fine Tobacco

Great taste and mildness are the hall marks of a truly fine cigarette. Lucky Strike has it!

SMOKING
EVOLVED

SHOP JUUL



Simple, smart, intensely satisfying

You'll want everyone to know...

A vintage-style advertisement for Parliaments cigarettes. It features a woman in a black dress and a purple veil with a white fan-like edge. She is holding a pack of Parliaments cigarettes. The background is a soft, textured grey. The text is in a classic serif font.

The help in the thin shapely may have let her enthusiasm go to her head.
Yes, who can blame her? So many smart Parliaments smokers want everyone to know their cigarette is special.
The smooth-good taste... choice tobacco... luxurious flavor... the famous Mouthpiece that keeps
the filter recessed a full quarter-inch away from your lips. With Parliaments, only the flavor touches your lips!

You're so smart to smoke Parliaments

ONLY THE PLAYER THINNER YOUR LIFE