

Product line: marlboro's cigarette by philippe morris

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(environmental) components : - Warning pictures and messages on the packages which are controlled by the governments. - Smoking bans in public areas - Positive and attractive portrayal of smoking cigarettes - The governments influence taxation, which in turn influences the cost of a packet of cigarettes - Problems with health that are a direct result of smoking -

Restriction on smoking age Biodegradable filters : Explanation : The residue in the butts/filters contains toxic, soluble chemicals. These chemicals are deadly and add to the existing cocktail of environmental pollution. A lot of people just throw the filters on the ground after smoking their cigarettes, which makes the streets dirty and when it rains it will be carried to our harbors, beaches and rivers, which will have a harmful impact on our water quality. Those reasons justify why we want to create biodegradable filters. However, after have made some research, we realize that it already exists. Green-buts already have launched natural biodegradable filters. They use them to grow wildflowers. " Simply collect your greenbutts in a planter instead of an ashtray and see them grow. " Therefore, we decided not to focus on the filter itself to solve the filters' environmental problem. The idea is to add to the selling of pack a small metallic box. The smoker will be allow to put the end of the cigarette into it and thus not pollute the street.

Upgrade : The company can organize a collect of those small boxes. The consumer that will bring back the greater number will receive a gain (for example free pack). In that manner, Marlboro could combine environmental and marketing campaign. Cigarettes with smokes capturing capsules

Explanation : The smoke exhaled by someone else or emitted by the tip of a

burning cigarette is called environmental tobacco smoke, and breathing it is known as passive smoking. Studies show that non-smokers exposed to second-hand smoke are at risk for many of the health problems associated with direct smoking. It's true that a lot of new laws have come up these last years in workplaces and public places like restaurants, clubs and bars forcing them to be smoke-free. In addition to that environmental smoke is a major source of air pollution. In fact, nitrous acid is known for having huge impact on the pollution of the air. As a result, in order to reduce this risk, and to make it better for the environment we would like to create capsules on the top of the cigarettes. Those capsules will have the ability to capture the smoke. Benefits : For both smokers and non-smokers, the idea of getting rid of this annoying smoke looks like a dream. It will benefit the population by reducing passive smoking, and the pollution of air. If this capsule is indeed a realizable, it can save a lot of people from sickness due to passive smoking. On the other hand, on a larger scale, it will save the environment from future huge damage that the smoke could cause due to the pollution generated.

Upgrades : Biodegradable capsules. Kenaf paper Explanation: The white paper around the cigarette is used to hold the tobacco. Cigarette manufacturers destroy a huge amount of trees a year for those papers, so why not to replace this paper by an ecological alternative by producing cigarettes with kenaf paper made by the plant kenaf. Benefits: Using kenaf paper as a substitute to the currently used paper to produce cigarettes will have various environmental benefits. Firstly concerning the trees, secondly kenaf absorbs much more carbon dioxide than any other plant or tree.

Upgrade : give those kenaf papers a color in order to give it a style! And

make it become fashionable. It has been shown that when you throw away a pack of cigarette, it takes 6 months to disappear. A pack that each smoker will keep and refill. The cigarette will be sold one by one. Benefit: Besides the environment, this pack will benefit both customer and producer. Indeed, the customer will then be able to control how much he smokes since he will have to buy each cigarette. Thus, he won't be tempted by the fact that when you have a cigarette, you are more likely to smoke. Moreover, they will be able to choose different cigarettes (menthol, medium). On the other hand, (et la tu met ce que t avais fais) Upgrade : Every smoker will have his own pack; meaning that producer can take advantage of it and customize it. No pack Explanation: The idea is to sell single cigarettes as opposed to a pack of cigarettes. The production of thousands of packets of cigarettes requires a mass amount of trees being destroyed furthermore their disposal is harming the environment - since we do not recycle the packs. To improve this problem, we want to introduce a reusable cigarette pack that will be made of plastic. Smokers will go to local shops and tobacco stores to refill these packs rather than buy a whole new pack each time. Benefits: First of all this will be a cheaper option for cigarette manufacturers as they do not have to produce the pack anymore. Moreover the greatest benefit will be for the environment since the production and disposal of millions of packets will not be necessary anymore. Upgrades : It can become a very popular concept, which will motivate each brand, clothing brand, car brand, etc.. to make their own plastic cigarette packs well decorated, cool and trendy. Smoke for the style Explanation: The main component of a cigarette is tobacco, which includes nicotine and is the addicting component of a cigarette. But some

people aren't really addicted to it but smoke for other reasons; for instance some see it as a social activity or other people see it as fashionable and 'cool'. Others smoke because they enjoy the gesture and the activity of inhaling and exhaling. However for those people it would be practical if we replace the tobacco with natural flavors. Benefits: The air pollution emitted by cigarettes is 10 times greater than diesel car exhaust. Tobacco is the main source of air pollution caused by a cigarette. Therefore, by replacing the tobacco with natural flavors, the air will be much cleaner. Another key benefit will be from a health perspective This nicotine free cigarette will allow these non smokers to enjoy smoking without as much health damage. Upgrades: You can customize your own flavour to your cigarette as well as other brands being able to advertise their products by providing flavours of their product to the cigarette company e. g. Skittles or Oreo flavours.