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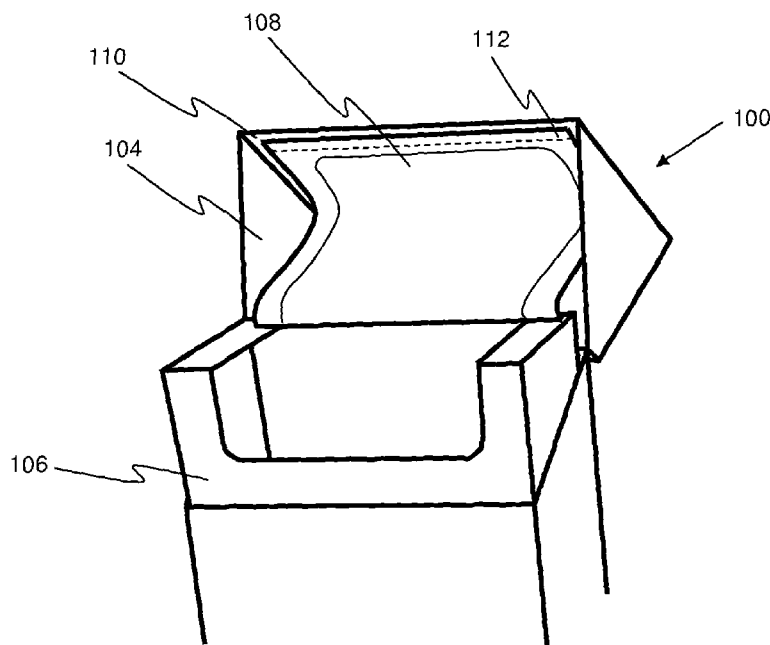


Figure 1

(57) Abstract: The present invention relates to a container of consumer goods comprising an outer housing having a box and a lid hinged to the box. An inner package of consumer goods is disposed within the outer housing and has an access opening through which consumer goods can be removed. An adhesive label is provided with a resealable adhesive on a first portion of an inner surface of the adhesive label and an opposed outer surface of the adhesive label is permanently attached to an inner surface of a front wall of the lid of the outer housing. The outer surface of the adhesive label is permanently attached to the inner surface of the front wall of the lid of the outer housing such that the adhesive label is inwardly concave throughout movement of the lid between a closed position and the open position.