One object of this disclosure is to describe a smoking article that produces a novel visual effect. The novel visual effect may allow a user to more readily identify the smoking article as genuine. In embodiments, the novel visual effect is a colour shifting marking that shifts colours in a smooth and continuous manner. As used herein, "colour shifting" means that the colour of an object or marking shifts depending on the viewing angle and light incidence. A marking that smoothly shifts colour may in some cases be more readily acceptable by consumers as being indicative of a genuine article than a marking that abruptly changes colours.

In a first aspect, a smoking article comprises a marking that includes a first colour shifting pigment, wherein the first colour shifting pigment produces a first colour when viewed from a first angle and produces a second colour when viewed from a second angle. This can allow a smooth transition from the first colour to the second colour as the viewing angle changes from the first angle to the second angle.

In another aspect, there is provided a wrapper for a smoking article comprising: a surface; and a first colour shifting pigment provided on the surface, wherein the first colour shifting pigment produces a first colour when viewed from a first angle and produces a second colour when viewed from a second angle.

Any suitable smoking article or wrapper or housing for a smoking article may include a marking described herein. The term "smoking article" includes cigarettes, cigars, cigarillos and other articles in which a smokable material, such as a tobacco, is lit and combusted to produce smoke. The term "smoking article" also includes articles in which smokable material is not combusted, such as but not limited to smoking articles that heat a smoking composition directly or indirectly, or smoking articles that neither combust nor heat the smoking composition, but rather use air flow or a chemical reaction to deliver nicotine or other materials from the smokable material.

Typically, a smoking article is in a form that allows for a user to grasp the article and inhale smoke, if desired. Smoking articles include a smokable composition and often include a filter disposed downstream of the smoking composition to filter constituents released from the smoking composition. A smoking article typically has outer wrappers or other elements such as a housing that is visible to a consumer. The housing may contain the smokable composition or a filter.

The marking may be provided on, or incorporated in, a wrapper, a housing or any other component of the smoking article visible to the consumer. Regardless on which component of a smoking article the marking is provided, the marking is provided on a visible area of the smoking article. It will be understood that a "visible area" is an area of the article visible to a user. Preferably, the marking is provided on an exterior surface. Of course, the marking may

be provided on a surface other than an exterior surface. For example, if one or more exterior layers, or portions thereof, of the smoking article are transparent or semi-transparent or include a window, underlying layers, or portions thereof, may be visible from the exterior of the fully assembled article. Thus, underlying layers or portions thereof, in some embodiments, may