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- (71) **Applicant:** **PHILIP MORRIS PRODUCTS S.A.**
[CH/CH]; Quai Jeanrenaud 3, CH-2000 Neuchâtel (CH).
- (72) **Inventors:** **RASOULI, Fireooz**; Av. C.F. Ramuz 90, CH-1009 Pully (CH). **GAMBS, Celine**; Wyssgasse 9, CH-8004 Zurich (CH). **SANCHEZ, Carlos Andrés**; Fraser Place Manila - Forbes Tower, Valero Street, Apartment 2006, Salcedo Village, 1200 Makati City (PH). **TUZZO-LINO, Antonio**; Au. Ruz Baron 19, CH-2000 Neuchâtel (CH).
- (74) **Agent:** **HILGERS, Hans**; Grünecker, Kinkeldey, Stockmair & Schwanhäusser, Leopoldstrasse 4, 80802 München (DE).
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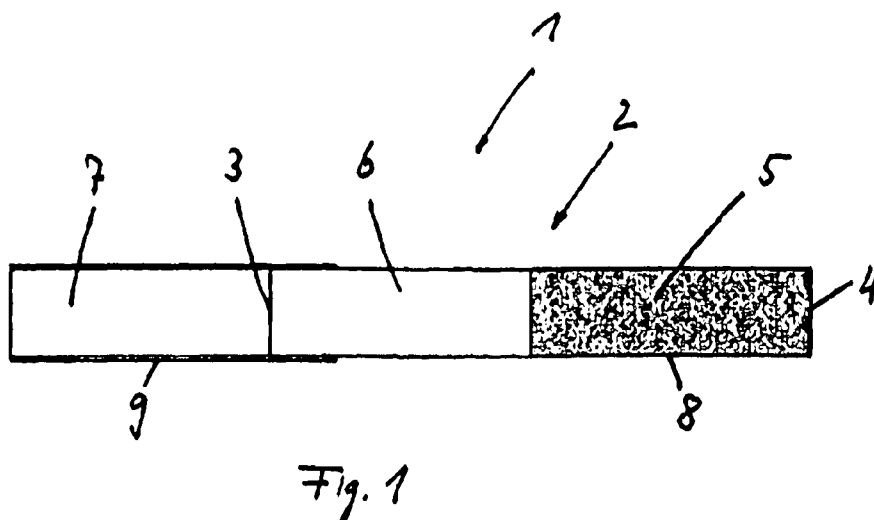
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(54) Title: MULTI-SEGMENT SMOKING ARTICLE



(57) Abstract: A smoking article (1) comprising a rod (2) of smokable material with a mouth end (3) and a distal end (4) remote from the mouth end (3). The rod (2) comprises at least a first and a second segment (5, 6), wherein the first segment (5) has a distal end defining the distal end of the rod (2) and the second segment (6) is disposed downstream of the first segment. The smoking article further comprises a mouthpiece (7), which is attached to the mouth end (3) of the rod (2), wherein the first segment (5) comprises a first tobacco blend with a first level of a smoke constituent and the second segment (6) comprises a second tobacco blend with a second level of the smoke constituent, wherein the second level of the smoke constituent is lower than the first level.