

CLEARING AWAY THE SMOKE

Smokers in New York City may feel persecuted now that the ban on lighting up in bars and restaurants has started. But at least they'll be able to freshen their breath more easily, thanks to Momints, a potent, liquid-filled blast of peppermint.

Smoker Anthony Shurman, president of Yosha! Enterprises, Inc., hatched the idea for a super-strong mint for nicotine addicts after his wife hesitated to kiss him because of the cigarette stench. Momints come in a special package designed to slide into a cigarette box. The mint box can be opened without removing it from the cellophane. If only quitting smoking were that easy.

Momints are sold in 180 stores across Manhattan, and Mr. Shurman expects to expand to about 1,000 stores in the next few weeks. He plans to rack up \$1 million in revenues in the first year. Social smoking may decline because of the ban, but he expects to tap into office smokers who want mints after cigarette breaks.

Edited by Emily DeNitto
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