

SECRET

COUNTRY: BAT
SOUTHAMPTON

PROJECT OR CONCEPT NAME: OTHER NOXAE

COMPANY PRIORITY: 5 5 GER GROUP PRIORITY:
 5 CAN
 5 US
PROJECT OBJECTIVES: 5 UK
 5 BRMZ

To reduce minor constituents of mainstream smoke which are of current or potential interest to Regulatory Authorities. Reductions must be relative to PMWF or nicotine deliveries to give greater reduction than current techniques such as filter ventilation. The noxae should not be re-distributed to sidestream smoke.

CONSUMER NEED/TARGET MARKET:

Increasing Regulatory interest, eg.:

Canada	-	C-51
U.S.	-	Kennedy Bill
Australia	-	Anti PR Campaign

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