

SECRET

COUNTRY: BAT
SOUTHAMPTON

PROJECT OR CONCEPT NAME: ADDITIVES & TOBACCO SMOKE CHEMISTRY .

COMPANY PRIORITY: 5 UK 5
CAN 5
US 5
GER 5
FRN 5

GROUP PRIORITY:

PROJECT OBJECTIVES:

To provide quantitative and qualitative data on the composition of tobacco goods and tobacco smoke in order to support product assessment required for regulatory purposes.

CONSUMER NEED/TARGET MARKET:

Regulators require detailed information before clearance for use.

Regulatory question - "is it natural to tobacco".

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