

CIA/AIB/46D

23rd January, 1984

Dr. P.J. Dunn,
Imperial Tobacco Ltd.,
P O Box 6500,
MONTREAL,
H3C 3L6
Canada

Dear Pat,

You will have received recently a telex giving advance warning of the Nicotine Conference in Southampton on Wednesday, 6th - Friday, 8th June.

You will recall that we spent a significant part of our time at the Rio Research Conference talking about nicotine in view of its central importance to our product.

Attached is an outline Agenda, for your consideration, with our suggestions on how we should spend the three days.

It is essential that we structure the Conference. There are so many facets to the nicotine story that, unless we sub-divide and focus attention on specific aspects, we will end up with three days of semi-confusion.

There are three general points I want to make:

1. The literature contains many papers which claim/infer that nicotine is implicated in various diseases. Frequently, the "evidence" is far from convincing. However, I am proposing that, at the Nicotine Conference, we do not attempt to review/discuss the attack on nicotine. We will accept that the attack exists and that the most probable scenario is that the Industry will continue to be under pressure to reduce the delivery of nicotine. My translation is that, in the future, we have to evolve ways and means of ensuring that smaller amounts of nicotine continue to give a satisfactory "reward" to the smoker. The central theme of the Conference will be on the interaction of nicotine with the human; a very complex area and we must step-up our level of understanding.

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2. I do not deny the inherent importance of the contributions from the analytical chemist on how to measure small amounts of nicotine and its metabolites/break-down products in smoke, tobacco, plasma, urine, etc. This Conference, however, is not a get-together of the BAT analysts. Consequently, I am not seeking contributions on how to measure nicotine, etc. A contribution on why we need the measurements might well be considered valuable.
3. We must bear in mind that there is a conference on Smoking Behaviour in Canada in July. We cannot talk about the interaction of nicotine and the human without some aspects of smoking behaviour arising, but we must ensure that we don't spend time on topics better suited to the Canadian Conference.

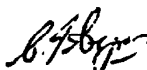
The last point will be of particular concern to you. From the technical discussions on nicotine at Southampton, I am assuming that we can distil out the general picture on the role of nicotine into a form relevant to the delegates from marketing. It would help if Montreal could give one of the early papers in the Nicotine Conference.

What I am seeking from you is:

- (i) Confirmation on the delegation from Montreal.
- (ii) General comments on the proposed format of the Conference.
- (iii) Views on the topics proposed, i.e. an indication of those you regard as of major importance.
- (iv) An indication of the topics on which Montreal would wish to make a specific contribution.

Kind regards,

Yours sincerely,



C.I. AYRES

Enc.

cc: Dr. L.C.F. Blackman
Mr. G.A. Read

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