

Mr. A.L. Heard
Dr. R. Binns
Dr. R.R. Baker

N. Warren

NW/MM46M

5th September, 1989

The E.T.S. Section has responded to I.T.L. (Canada) request to measure the objective and subjective attributes of their low sidestream delivery products, 100, 200 and 300 against a control cigarette, Du Maurier. The attached note to Cathy McBride details our objective findings, together with a test cigarette and control of our own.

Subjective tests in the E.T.S. Environmental Rooms will be made in liaison with the Consumer Research and Product Testing Section in due course. Paul Case will be handling the sidestream objective and subjective side of the work.

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