



Imperial Tobacco Limited/Limitée

3810, rue St-Antoine Street
Montréal, P.Q. H4C 1B5
(514) 932-6161
P.O. Box 6500 C.P.
Montréal, P.Q. H4C 3L6
Cable/Cable "Telimp"
Telex/Télex 055-60673

April 25, 1985

Mr. A.L. Heard
British-American Tobacco Co. Ltd.
GR & DC
38 Regent's Park Road
Millbrook, Southampton SO9 1PE
England

PHC - 12 CIG

Dear Alan,

Please find enclosed a copy of ITL Research Report #174 which describes an investigation of the influence of smoker behaviour on both the total and puff by puff deliveries of two cigarettes of similar total tar delivery but different subjective characteristics. The purpose of the study was to assess the effect of smokers' perceptions of a product on their manner of smoking, the deliveries achieved and their ultimate assessment of a particular product.

In order to achieve the necessary subjective difference between the two samples one of the cigarettes was designed using the Filtrona COD filter. The COD filter is a low efficiency high pressure drop filter and was used to design a cigarette with a reduced carbon monoxide to tar ratio. It was therefore of particular interest to us to find that although the human mouth deliveries were greater than the deliveries under standard machine conditions, human tar:nicotine and carbon monoxide:tar ratios were in close agreement with machine delivery ratios. In addition, we found that human mouth deliveries and smoking parameters tended to decrease as the cigarettes were smoked, as opposed to the normal increasing trend found under machine conditions. Both these points are of interest for future developments.

With best regards,
Yours sincerely,

S.R. Massey

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