

ABSTRACT FORM

Below please type name, address and
phone number of principal author.

NOTE: The abstract must contain a meaningful summary of the material to be presented. It must include the objectives of the research effort, the methods used, and the results obtained. The Editorial Committee reviews and accepts papers based on the abstract. Very short or vague abstracts will not be accepted.

A STUDY TO DETERMINE THE MAXIMUM CIGARETTE INSERTION DEPTH USED BY CANADIAN SMOKERS. C. McBride, Imperial Tobacco Ltd., P.O. Box 6500, Montreal, Quebec, H3C 3L6, Canada.

In ventilated cigarettes the degree of ventilation could be affected by the position of a smoker's lips on the filter. Studies investigating this have used a method which detects the α amylase in the saliva residue on a filter to determine the lip position of a smoker. The method as developed by BAT-Hamburg is based on the inhibition of a starch-iodine reaction by α amylase and the resultant colour change in the medium employed. This presentation will discuss the application of this method to the Canadian market, as well as a brief description of the procedure. The discussion will focus on a recently conducted study, for which 495 cigarette butts were collected from three shopping malls in the Montreal area. Of these, 209 were non-ventilated and 205 were ventilated. Results will be presented for the comparison of the butt lengths and maximum insertion depths associated with:

- 1) ventilated and non-ventilated cigarettes.
- 2) a distribution of smokers.
- 3) the approximate delivery level categories of the cigarettes.

In general there were no significant differences in the maximum insertion depths for ventilated and non-ventilated cigarettes. Butt lengths were found to be slightly longer than those associated with standard machine smoking conditions. Insertion depths were greatest for cigarettes in the very low delivery category.

1. The abstract should not be less than 180 words or more than 225 words. It should be included in the space designated above in form suitable for direct photocopying by the printer (if typewritten, use a carbon ribbon).
2. Please note:
 - (a) Title all in capitals.
 - (b) Location and postal/zip code follows author's name, if multiple authors are at different locations.
 - (c) Presenting author is underlined.
3. Mail original and 4 copies of the abstract to: E. Glock, Dept. of Research & Development, American Tobacco Company, P.O. Box 899, Hopewell, Virginia 23860, U.S.A.
4. Abstracts should be received no later than June 12, 1985.
5. Projection requirements: only 2" x 2" slides will be accommodated.
6. Maximum talk time of 15 minutes, with 5 minutes for discussion.

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