

AN EVALUATION OF GALAXY KSF

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RESEARCH AND DEVELOPMENT DEPARTMENT

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SUMMARY

In this report, an evaluation of Galaxy KSF, from Philip Morris Brasileira S/A de Cigarros, is made, regarding the sampling for a period of five consecutive weeks.

The blend analyses indicate a similarity to the blend of the Shelton KSF (soft-cup). Ecusta 556 cigarette paper is used and the 20 mm filter is the same as that used in Marlboro LSF and Marlboro KSF.

The PMWF contents (10,5 mg/cig) and total nicotine in smoke (0,66 mg/cig) confirm the results published by Philip Morris in its advertising campaign. The stratagem used by Philip Morris to reach low contents of PMWF and total nicotine in smoke consisted of the utilization of 20 mm filters, 30 mm overtippings, average porosity paper and perforations in the filter (pin-holes).

A comparison of the Galaxy with Hollywood KSF, of the same price, is also made, besides the comparison with other products from Philip Morris.

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