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PRODUCT RESEARCH and DEVELOPMENT

KEY AREAS	ACTION BY GR&DC 1981	
	Relative Effort	Main Programme Reference Nos.
LOWER SMOKE DELIVERIES — Tar and nicotine — Carbon monoxide — Selected components — Homogenised leaf — Controlled ventilation — Human smoking vs. machine	Moderate Moderate Moderate — Moderate Low	7(2) and various Specific project 2(1 & 3b) — 14(1-3) 16(2)
LOWER TOBACCO CONTENT — Expanded tobacco — Lower density/"structured"	Major Low	4(1) 12(1-4) 4(2a & 6)
LOWER BIOLOGICAL ACTIVITY General components/designs — Sheet/stem — Non-tobacco materials	Major — —	1(1-4) — —
REDUCED SIDESTREAM — Visual/irritation/aroma — Specific components — Consumer perception	Major Low Low	6(2-7) 6(1) 8(4b)
ENHANCED TASTE — And impact/irritation/"mouth feel"	Major —	9(1-9) —
LOWER RETAINED SMOKE	Moderate	7(1 & 2)

Low <£200,000 Moderate £2—300,000 Major >£300,000

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