

SECRET

To: Mr. M.F. Broughton
Mr. B.D. Bramley
Mr. R.J. Fritchard
Mr. U.G.V. Herter
Mr. A. Monteiro de Castro
Mr. J-L. Mercier

c.c. Mr. B.P. Garraway

Transdermal Nicotine

The attached note was referred to by the Chairman at yesterday's meeting of the Tobacco Strategy Review Team.

At the meeting, he asked that it should be circulated so that members could discuss with their marketing and technical people:-

- (a) Whether this is a significant technical advance and whether it is likely to be developed into a saleable product for mass markets.
- (b) If so, does it represent a significant threat to the tobacco industry.
- (c) What should be the reaction, if any, by B.A.T Industries.

This will be an agenda item for the next Tobacco Strategy Review Team meeting on 29th May but the Chairman has also asked that thoughts on this should be passed to him directly ahead of the meeting.

RSalt

R. Salter

RS/DJS
28th February 1992

Enclosure

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