

TO DR. S.J. GREEN,
MILLBANK.

FROM DR. R.E. THORNTON.

REF RET/JP/46C.

DATE 31st May, 1974.

REPORT NO. RD.1107-R
"Evaluation of the CODEVAC Cigarette Design" ✓ 846

By the use of the CODEVAC design, it is theoretically possible to design cigarettes which give a constant delivery of smoke components (on a per puff basis), and this report RD1107-R describes the evaluation of a CODEVAC cigarette which approximates to this delivery profile.

The particular cigarette studied was manufactured from a flue-cured blend and Cytrel (type 361).

The main objective of the study was to obtain some information on the reaction of smokers to a cigarette of this design.

The results, both for smoke sensory evaluation and for smoking behavioural studies, suggest that smokers are aware of the different delivery profile, although the changes in smoking behaviour are comparatively small.

With regard to the acceptability of CODEVAC cigarettes to the consumer, the present report does not cover this area, and any future work will depend on the outcome of current discussions on the objectives of the "CODEVAC" project and of the decisions of the New Products Committee.

I would suggest that this report is given a limited circulation in Millbank, but to include Leaf Department, and that copies are not sent to I.T.L.

~~Suggested Circulation~~

Mr Macdonald ✓

Dr Green ✓

Mr Wainwright ✓

Mr Shaw ✓

R-E Thornton S J Green

enclosed Summary TD

have a TD by hand file I think
it would be worth to put to print
the summary...
the report...

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