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DECEMBER 20, 1977

FROM
SUBJECT

FREE AND FREE MENTHOL BY INTERNATIONAL BRANDS, INC.

DATE

DECEMBER 20, 1977

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SUMMARY

Free and Free Menthol are non-tobacco KSFT cigarettes made from extracted cocoa bean hulls. They are manufactured in Hamburg, Germany and distributed by International Brands, Inc.

The most striking feature about Free and Free Menthol is their smoke taste, uniformly described as "awful!!!". This fault is compounded by the large number of puffs (12) required to consume the cigarette.

Since Free and Free Menthol contain no tobacco, no cigarette taxes are being paid, nor is the Surgeon General's warning being placed on the packs.

The essential features of these new cigarettes were determined by very limited evaluations on several packs of cigarettes. We do not plan a full evaluation.

RESULTS AND DISCUSSION

Table 1 lists tar, "nicotine" and puff numbers of Free and Free Menthol. These results are from four-port analyses and thus are only approximate. No nicotine is delivered by these cigarettes.

Table 1

Smoke Deliveries of Free and Free Menthol

	<u>Free</u>	<u>Free Menthol</u>
Tar (mg/cig.)	15	18
Puffs/cig.	12	11

*20 cig. samples vs. the normal 100 cig. samples

Free and Free Menthol form very little ash on burning. This feature is used in advertising these cigarettes.

Only one blend component is used in Free and Free menthol. This is re-constituted sheet made from ground, defatted, cocoa bean hulls. The sheet is plasticized with about 5% glycerine. It is a dense sheet, which accounts for the packing density of 390 mg/cc and the low tobacco section pressure drops (1.3").

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Table 2 shows results of chemical analysis for the sheet used in Free and Free Menthol. Since this sheet is the only blend component, the results are analogous to normal tobacco analysis data. The blend contains no alkaloids, nitrate, nor propylene glycol.

Table 2

Blend Chemical Analysis (% Included) Results

	<u>Free</u>	<u>Free Menthol</u>
Alkaloids	None	None
Reducing Sugars	8	8
Total Sugars	12	12
Nitrate	None	None
Menthol		0.29
Glycerine	6.5	4.5
Propylene Glycol	None	None

Porous cigarette paper is used on Free and Free Menthol. Both brands give paper porosity values close to 190 Sheffield units.

Free and Free Menthol have 19 mm filters with 3.1" pressure drop. This combination is consistent with a filter efficiency of about 45%.

The attached data sheet summarizes the detailed results obtained on Free and Free Menthol. Also attached are copies of the package and cigarette graphics.

R. R. Johnson
R. R. Johnson

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