

APPENDIX "A"  
to PROGRESS REPORT - CANADA  
JUNE 1973

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SMOKING & HEALTH FILE

Attached is a draft of the brief on a Smoking and Health Research programme which might form the basis of a submission to the Department of National Health and Welfare.

In putting this forward, we believe we should call attention to certain aspects which might lead to contention within the industry.

Part of the programme proposed consists in the application of tests, either existing or to be developed, to monitor the physiological and pathological response of smokers who would be given, and encouraged to smoke, modified cigarettes. In our view, unless there is wholehearted agreement within the industry on the worth and validity of this approach and complete trust that the modified cigarettes can be produced by every member company, there is scope for considerable misunderstanding and friction. The modified cigarettes must be generalised examples of principles, rather than close copies of existing brands and there must be no opportunity for suspicion to arise that any one company will gain unfair advantage or knowhow.

Equally, we believe that the proposals to examine smokers as different segments of a market, based on sub-divisions of motivation and smoking behaviour could give rise to intercompany misunderstandings unless the programme is monitored equally by all companies.

Given an industry approach to the problems and an industry commitment to their solution, we believe it would then be possible for each company to apply the principles thereby established to the development of their individual brands.

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Consequently, we would recommend that the implications in the paper  
in the attached brief should be thoroughly explored within the industry before  
the document is submitted to D.M. & W.

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**BATCO document for Province of British Columbia 20 April 1999**

Consequently, we would recommend that the implications in the proposals in the attached brief should be thoroughly explored within the industry before the document is submitted to DWH & W.

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