

REF: TUESDAY 08,40- USA / MLR

B&W

RJR PRODUCT

Best estimates place introduction of this product in late 1988 or early 1989. Key to the delay appears to be pending decisions on whether or not the product is subject to FDA regulation; another factor could be smoking quality.

RJR are continuing to make public certain product performance data - biological and chemical.

We continue to gather information about product construction, composition and mechanics. Specifics will be presented at the meeting.

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PREMIER

MARKETING

TECHNICAL DESCRIPTION

REGULATORY STATUS

PUBLIC RELATIONS PROGRAM

SPENDING

PHILIP MORRIS ACTIVITY

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BATCo document for Province of British Columbia 29 October 1999

MARKETING

TEST MARKET LAUNCH ON SEPTEMBER 19, 1988

TEST MARKETS IN PHOENIX, TUCSON, AND ST. LOUIS

PREMIUM PRICE ABOUT \$0.30/PACK ABOVE NORMAL

MARKETING MESSAGE IS:

A CLEANER CIGARETTE

REDUCES MANY OF THE CONTROVERSIAL COMPOUNDS FOUND
IN THE SMOKE OF TOBACCO BURNING CIGARETTES

A CLEANER SMOKE

ALMOST NO SIDESTREAM
EXHALED SMOKE DISSIPATES ALMOST INSTANTLY
NO MESSY ASH

SATISFYING FLAVOR

SMOOTHER, CLEANER TASTE; EASY TO DRAW

PROMOTIONS

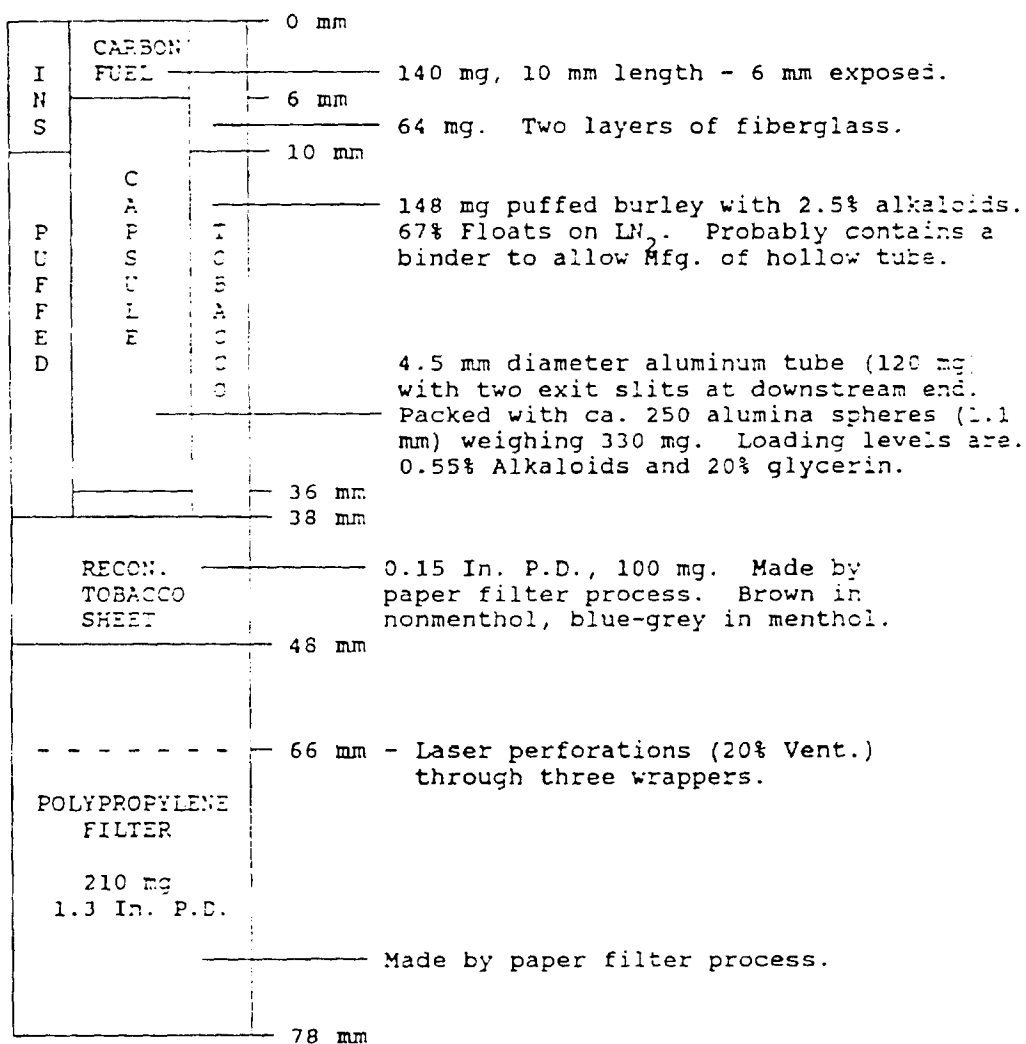
BUY TWO - GET TWO FREE WITH FREE BUTANE LIGHTER
\$3.00 OFF COUPON FOR PURCHASE OF FOUR OR MORE PACKS

EDUCATION

WILL TAKE A WEEK TO LEARN HOW TO SMOKE IT
SPECIAL PROCEDURES FOR LIGHTING
SAFETY CAUTIONS FOR HANDLING BURNING PRODUCT
SHELF LIFE IS 5 MONTHS
SUSCEPTIBLE TO MOISTURE PICKUP
PROTECTIVE PACKAGING

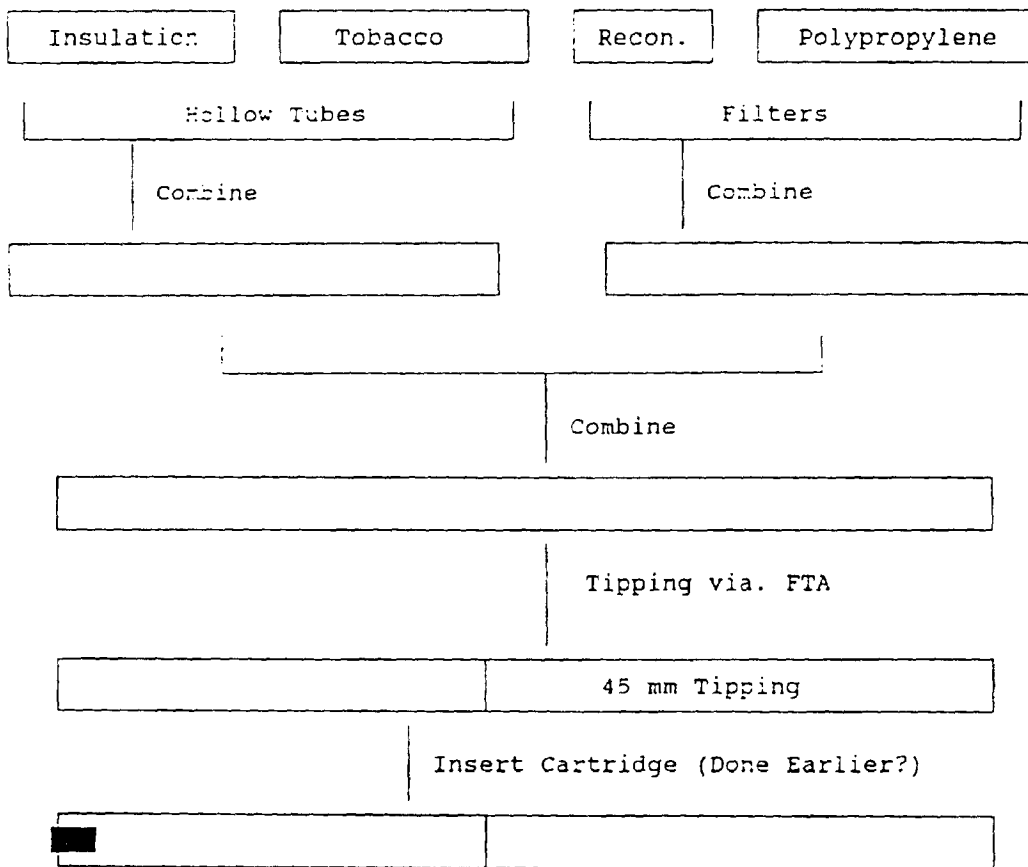
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PREMIER DESIGN



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MANUFACTURE



Details of fuel/granules/tube cartridge contained in European Patent Application No. 0,257,230 (to Robert Bosch GMBH).

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PREMIER SENSORY

BELL SHAPED SENSORY PROFILE

EARLY PUFFS - FOREIGN TASTE/SMELL

MIDDLE PUFFS - TOBACCO REDRYER TASTE

LATE PUFFS - WEAK WITH SLIGHT TOBACCO REDRYER
TASTE

LACKING IN MOUTH FEEL OF TOBACCO SMOKE

CONFUSION ON NICOTINE IMPACT - COMMENTS RANGE FROM
NONE TO MODERATE IMPACT IN MIDDLE PUFFS

FOREIGN NOTE ON LIGHTING IS DESCRIBED AS INCENSE,
FRUITY, MALTY, CHOCOLATE

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PREMIER MENTHOL SENSORY

SAME AS FOR NONMENTHOL VERSION, EXCEPT FOR MENTHOL:

EARLY PUFFS - SWEET AND PERSISTENT MENTHOL COOLING
THAT IS DELAYED. MINTINESS AND TOBACCO NOTES ARE
ABSENT.

MIDDLE PUFFS - CAMP-ORACEOUS MENTHOL TASTE WITH
VERY LITTLE TOBACCO TASTE

LATE PUFFS - WEAK WITH SMALL MENTHOL COOLING

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SMOKING RESULTS

RJR

TABLE 1 Composition of 1R4F and NEW CIGARETTE Total Particulate Matter

	1R4F Reference		NEW CIGARETTE	
	Amount (mg/cig)	% of TPM	Amount (mg/cig)	% of TPM
TPM	11.5	100	12.3	100
Nicotine	0.8	7	0.3	2.4
Water	1.3	11.3	6.3	51.2
Glycerol	1.1	9.6	4.6	37.4
Propylene Glycol	0.0	0.0	0.4	3.3
Other ^a	8.3	72.2	0.7	5.7

^aObtained by subtracting the nicotine, glycerol, water and propylene glycol values from the TPM

B&W EXPERIENCE:

- OUR SMOKING DATA IS IN GENERAL AGREEMENT, EXCEPT THAT WE DO NOT SEE THIS MUCH WATER.

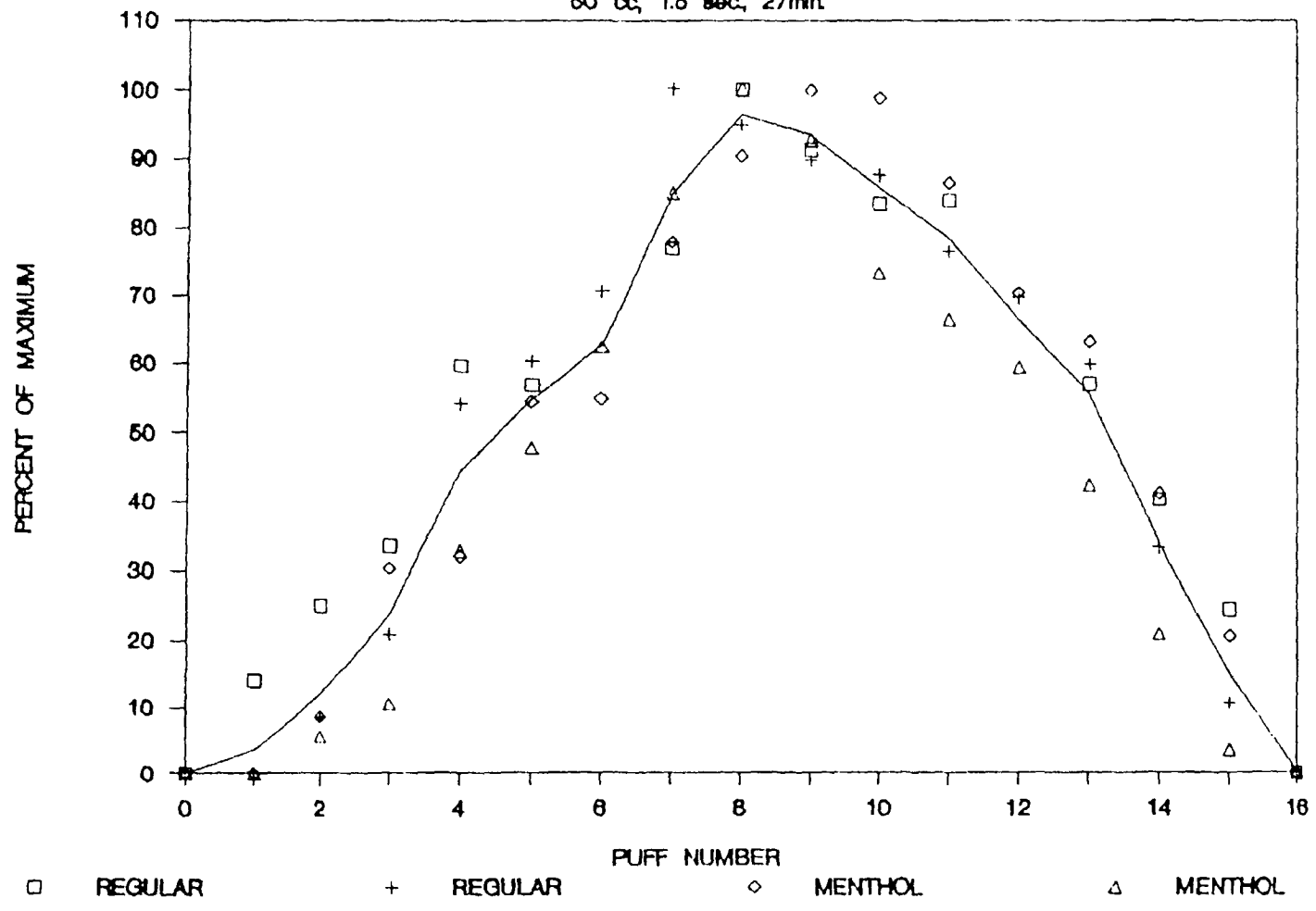
Superpuff Smoking Results

	Premier		Premier Menthol	
	#1	#2	#1	#2
Puffs	13	15	15	15
TPM (mg)	15.0	12.8	15.0	16.3
Water (mg)	3.8	3.2	3.7	3.6
Nicotine (mg)	0.71	0.67	0.62	0.59
Glycerin (mg)	8.6	7.3	9.4	9.9
Prop Glycol (mg)	0.8	0.7	0.7	0.7
Tar-Tar	1.2	0.9	1.7	1.6

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PARTICULATES PROFILE

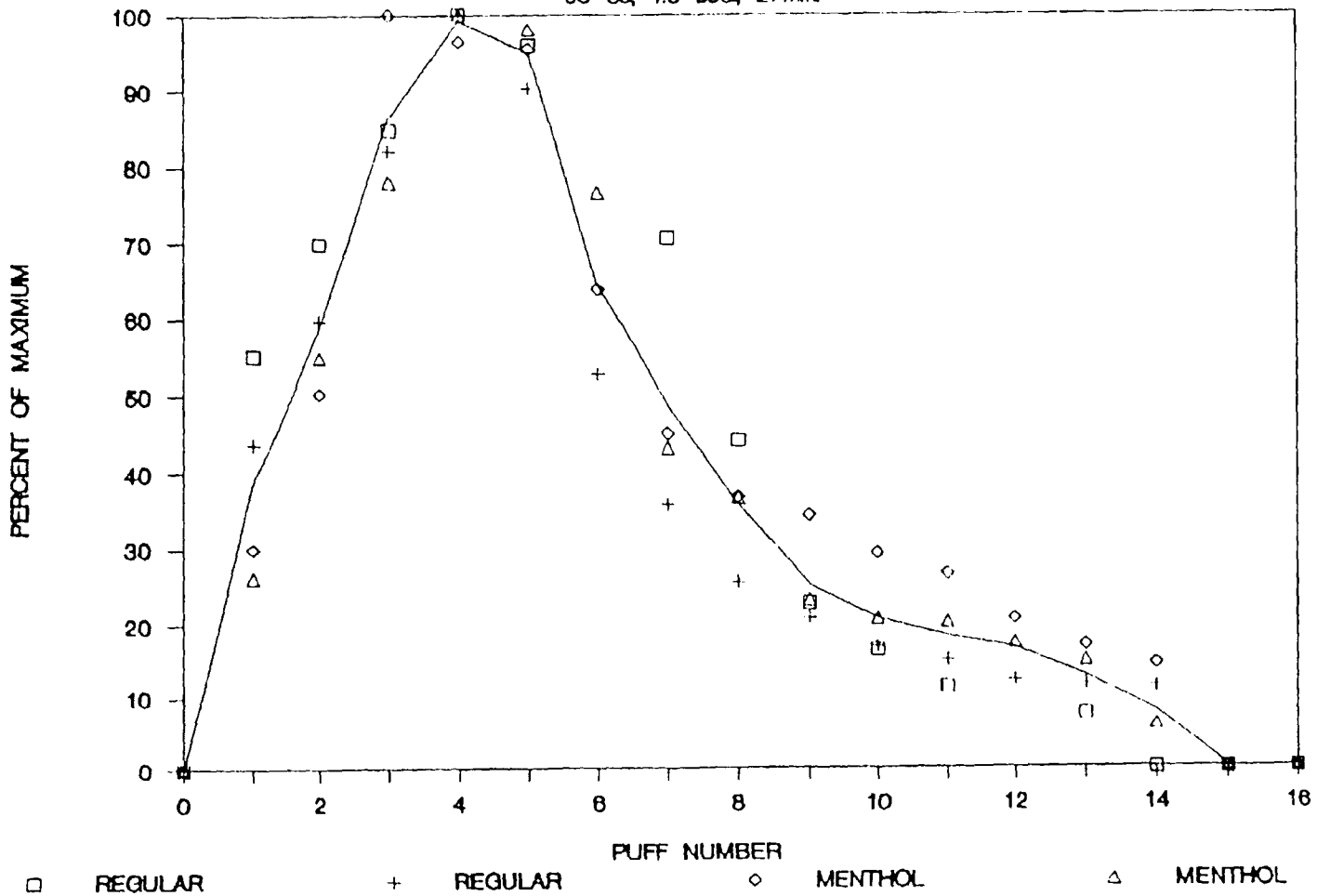
50 cc, 1.5 sec, 2/min.



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CO PROFILE

50 cc, 1.5 sec, 2/min.



PHYSICAL MEASURES
(APPROXIMATE)

WEIGHT (MG/CIG)	1300
CIRCUMFERENCE (MM)	24.7
TIP VENTILATION (%)	20
OPEN P.D. (CM)	7

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WEIGHTS (MG) OF PARTS

	NEW	USED	CHANGE
TOBACCO ROLL	148	144	-4
TUBE GRANULES (CA. 250)	327	288	-39
TOBACCO FILTER	101	109	8
INSULATION	65	64	-1
FUEL ELEMENT	139	79	-60
ALUMINUM TUBE	120	121	1
PP FILTER	215	206	-9
WRAPPERS	<u>212</u>	<u>203</u>	<u>-9</u>
TOTALS	1327	1214	-113

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CHEMICAL ANALYSIS (%)
OF PREMIER PARTS

	<u>TOBACCO</u>		<u>TUBE</u>
	<u>ROLL</u>	<u>FILTER</u>	<u>GRANULES</u>
ALKALOIDS	2.4	0.4	0.6
NITRATE	2.4	2.8	0
REDUCING SUGAR	1.1	2	4.0
TOTAL SUGAR	1.5	2.7	4.4
CHLORIDE	0.6	0.9	0.1
PHOSPHATE	0.6	0.3	0.1

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ALKALOIDS BEFORE AND
AFTER SMOKING

	<u>ALKALOIDS (MG/STICK)</u>		
	<u>BEFORE</u>	<u>AFTER</u>	<u>CHANGE</u>
TOBACCO ROLL	3.5	2.9	-0.6
TUBE GRANULES	1.9	0.8	-1.1
TOBACCO FILTER	0.4	0.6	0.2
PP FILTER			0.0
TOTALS	5.8	4.3	-1.5

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GLYCERIN (%)

	<u>PREMIER</u>	<u>PREMIER</u> <u>MENTHOL</u>
TOBACCO ROLL	0.5	0.6
TOBACCO FILTER	0.1	11.4
TUBE GRANULES	20.6	20.4

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CHEMICAL PROFILE STUDIES

TOBACCO ROLL

UNCASED, LOW-STALK BURLEY

REGULAR AND MENTHOL THE SAME EXCEPT FOR MENTHOL

NORMAL GLYCERIN, BUT NO PG OR LACTIC ACID

NO LICORICE

SMALL NICOTINE DECREASE AFTER SMOKING

CAPSULE GRANULES

CONSISTENT WITH ADDED WATER EXTRACT OF F-C TOBACCO

NICOTINE ABOUT 25% OF THAT IN TOBACCO ROLL

VERY HIGH GLYCERIN LEVEL, LOW PG LEVEL

FRUCTOSE MUCH HIGHER THAN GLUCOSE

NO LACTIC OR LEVULINIC ACIDS OR GLUCOSE PENTAACETATE

MAJOR CHANGES AFTER SMOKING. NICOTINE MUCH REDUCED.

SUGARS DECOMPOSED TO NEW PRODUCTS.

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CHEMICAL PROFILE STUDIES (2)

PREMIER TOBACCO FILTER

HIGH LEVEL OF LACTIC ACID

PROFILE SIMILAR TO THAT OF PAPER RECON FROM DORAL, BUT LOWER
IN NICOTINE AND SUGARS.

AFTER SMOKING, THIS FILTER SHOWS MUCH INCREASED NICOTINE,
GLYCERIN, AND GLYCERIC ACID

PREMIER MENTHOL TOBACCO FILTER

ONLY GLYCERIN AND MENTHOL FOUND IN FILTER BEFORE SMOKING, AND
BOTH IN LARGE QUANTITY

FILTER AFTER SMOKING SHOWS MODERATE DECREASE IN MENTHOL AND
MODERATE INCREASE IN GLYCERIN LEVEL

POLYPROPYLENE FILTERS (AFTER SMOKING)

NO SIGNIFICANT NICOTINE

GLYCERIN IS ONLY MAJOR COMPONENT

MODERATE MENTHOL FROM MENTHOL PRODUCT

CAMBRIDGE PAD

GLYCERIN IS MAJOR COMPONENT

MODERATE MENTHOL FROM MENTHOL PRODUCT

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REGULATORY STATUS

FDA

FDA HAS ADVISED RJR THAT MARKETING IS AT THEIR OWN RISK

ANTI-SMOKING GROUPS PETITIONED FDA TO CLASSIFY PRODUCT AS
A DRUG DELIVERY DEVICE

FINAL DETERMINATION NEAR OR AFTER END OF YEAR

DECISION MAY BE POLITICAL RATHER THAN TECHNICAL

FTC

"NO TAR" CLAIM MAY BE CHALLENGED

ADVERTISING OPEN TO CHALLENGE

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PR PROGRAM

PUT POLITICAL PRESSURE ON FDA

INVITE ALL CONGRESSMEN TO TECHNICAL BRIEFING

PRESENT TOXICOLOGY DATA

BOOK DETAILING PRODUCT AND ITS TOXICOLOGY TESTING

HIGH CALIBER SCIENTIFIC PEER REVIEW

RJR ADVISERS REVIEW

DETAILS ON MATERIALS OF CONSTRUCTION AND TOXICOLOGY

DETAILED CHEMICAL ANALYSIS OF SMOKE

COMPARATIVE BIOLOGICAL TESTING

CHANGES IN HUMAN SMOKING PATTERNS AND BIOMEASURES

PRESENTATION OF TECHNICAL PAPERS AT SCIENTIFIC MEETINGS

AMERICAN TOXICOLOGY SOCIETY

TOBACCO CHEMISTS' CONFERENCE

MUTAGENICITY CONFERENCE

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BATCo document for Province of British Columbia 29 October 1999

POSSIBLE ANTISMOKING
ATTACKS

HEALTH-

HIGH CARBOXYHEMOGLOBIN LEVELS IN USERS DUE TO
DOUBLED PUFFING FREQUENCY AND HIGH CO/NIC RATIO

POSSIBLE TRANSPORT OF FIBERGLASS PARTICLES TO MOUTH
(APPARENTLY FORESEEN AND ANSWERED BY RJR)

SAFETY-

CHILDREN EATING CIGARETTES

FIRE SAFETY - NOT EASILY EXTINGUISHED, SMOKE DETECTORS?

LITTER

LONG BUTTS

SOME PARTS ARE NOT BIODEGRADABLE

INSULATION

ALUMINUM TUBE

POLYPROPYLENE FILTER

OUTER CIGARETTE PAPER

METALLIZED FILM AROUND PACK

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RJR FINANCIAL COMMITMENTS

(\$000)

R & D	160,000
MANUFACTURING	200,000
MARKETING	125,000

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PM ACTIVITY

MINNEAPOLIS PICKUP OF RJR CPT SAMPLE IN JANUARY, 1988

SITE PURCHASE FOR MANUFACTURE OF PM RESPONSE PRODUCT

SHELF ITEM DEVELOPED AROUND 1980

LET RJR FIGHT THE BATTLES FOR SIX MONTHS, THEN INTRODUCE
PRODUCT IF APPROPRIATE

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