



British-American Tobacco Company Limited

Millbank, Knowle Green, Staines TW18 1DY

NOTE TO: Mr. R. Ferris
CC:
FROM: Jimmi Rembiszewski
DATE: 8 May 1992
SUBJECT: Transdermal Nicotine

The attached response for your information.

What I expect us to do is less scientific but more marketing oriented.

1. Will these patches become a big business

- cost vs. cigarette. Effect vs. cigarette. No control. No branding. No real marketing flexibility.

- Big risk for misuse so restricted distribution very likely

2. Threat to Industry!

Maybe there is a threat but I see some advantages, i.e. if people want to give up smoking and they feel they need help from this device so be it. It will help to make the free choice more credible.

3. BAT should actively pursue the development of a TNP. Not as an alternative to cigarette smoking because this would be putting the cigarette as a Nicotine delivery instrument which it is not. It is a consumer brand good providing satisfaction.

As a drug to ease reducing smoking etc. BAT should consider to market this.

I am looking forward to where you come out.

J. REMBISZEWSKI.

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