

ARIES: A CASE STUDY SHOWING THE INTERACTIONS BETWEEN
PRODUCT DESIGN AND SMOKING BEHAVIOUR

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SUMMARY

A novel cigarette mouthpiece was developed in response to a hypothesis that plain end, or unfiltered smoke represents the ultimate smoking experience. This mouthpiece (coded ARIES) achieved tar reduction by ventilation alone and thus provided unfiltered smoke at low tar deliveries.

Initial reaction of smokers to the ARIES product was favourable. However, upon sustained smoking, ARIES was perceived as excessively irritating with a unique sensory profile.

Limited smoking behaviour studies showed that consumers smoked ARIES differently compared to conventional cigarettes. Consumers smoked ARIES more intensely and were apparently unable to adjust to the novel product.

Extensive smoke chemical studies demonstrated that ARIES smoke is indeed unique and should have a greater sensory impact than smoke from conventional products. Thus, consumers' vigorous smoking behaviour exacerbated the potent sensory properties of ARIES smoke, resulting in an unacceptable product.

This work demonstrates the utility of coupling special consumer studies, such as smoking behaviour, with traditional smoke chemical evaluations. With this tandem approach, it should be possible to better assess the efficacy of novel smoking products.

Subsequently, some of these findings have been incorporated in the design of next generation unique filters.

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