

P.J. Ricketts Esq.
Aug 5 1974

7th August, 1974.

TO ALL NO. 1s OF ASSOCIATED COMPANIES

SMOKING AND HEALTH

Hunter Committee

On the 2nd August the tobacco companies (including B.A.T.) and the chemical companies which have been involved with the Hunter Committee received in the strictest confidence the first draft of the Hunter Committee Guidelines for the testing of tobacco substitute materials. Publication of these Guidelines, in final form, is not however expected until the end of September or sometime in October.

On the 5th August, Imperial Tobacco held a Press Conference at which it announced that the Hunter Committee had authorised consumer testing on cigarettes containing NSM, the tobacco substitute material developed by NSM Limited, in which Imperial and ICI hold a third and a two-third interest respectively. The tests will be conducted in the early autumn and approximately 6,000 smokers in the U.K. will be involved. At present the only authorisation granted to test substitute tobacco materials in the U.K. is to Imperial.

Press comments and further information given at the Press Conference are in the enclosed press cuttings. It will be noted that Imperial is reported to have said that it will be probably about two years before a cigarette containing NSM is on the market. In addition, Professor Hunter stated that substantial additional evidence will be required before there is any question of marketing this product.

B.A.T. and the other companies which received the draft Guidelines in confidence are not of course at liberty to disclose them or comment on them. If B.A.T. Millbank is questioned about any new materials which B.A.T. has developed itself, it will not give details on the grounds that it would not be appropriate to provide this information until the materials have been submitted to the tests set out in the Guidelines. It is suggested that, where appropriate to

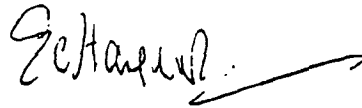
CONT/.....

301097153

...../CONT

- 2 -

local circumstances, No. 1s should respond to press enquiries on this subject on the lines of the answer to Question 3 (e) in the Questions and Answers Document sent to them in our Smoking and Health Circular of the 26th June 1974.



G. C. HARGROVE

301097154