

SMOKING AND HEALTH

POLICIES

1. Not to permit any new additive in any product unless it has been formally considered by the Additives Guidance Panel.
2. To exclude any existing additives if there is reasonable evidence that they are harmful.
3. To eliminate the use of tobacco judged to be unsatisfactory on microbiological or chemical grounds.
4. Not to use tobacco substitute materials, or other new materials, in products for sale before the constituents of such materials have been fully disclosed by the suppliers.
5. Not to use any tobacco substitute material unless Millbank is satisfied that it has no disadvantages on health grounds and has commercial advantages.
6. To study changes in smoking behaviour arising from the use of tobacco substitute materials when such materials are adopted for use in products for sale.
- 6a. To study consumer attitudes to cigarettes containing tobacco substitutes.
7. To discourage inhalable cigars.
8. Not to encourage smoking
 - i. by children
 - ii. to excess.
9. Not to make explicit health claims.
10. To discourage unsupportable health claims from any source.
11. To seek ways of limiting the irritation of sidestream smoke in any new product.
12. To encourage industry attitudes which avoid intransigence, which could provoke undesirable legislation.
13. To delay (indefinitely if possible) the imposition of restraints or restrictions on advertising, coupon trading and other types of promotion.

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14. To contest publicly the validity of evidence against smoking only when necessary to avoid damages in lawsuits or to correct inaccurate or dishonest statements or to oppose undesirable legislation.
15. To ensure when possible that all B-A.T. Companies give similar answers to questions on smoking and health.
16. To discourage any representative of the tobacco industry appearing on radio or television in connection with smoking and health unless the alternative is even more undesirable, in which case the programme should be "live".
17. To study consumer attitudes to cigarettes containing tobacco substitute material.
18. In principle to agree that any invention considered by Millbank to be of major significance to health, should be offered to our competitors on terms to be agreed.

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