

91
link to PTR
in my self file

WESTMINSTER HOUSE 7 MILLBANK LONDON SW1P 3JE 01 222 1222

STRICTLY CONFIDENTIAL

24th May, 1973

TO ALL NO. 1s OF ASSOCIATED COMPANIES

SMOKING AND HEALTH

Tobacco Substitute Smoking Materials

Recent developments in the above area in the U.K. have been as follows:-

1. The Sunday Express of 8th April published the attached article about Courtaulds' plans.
2. Imperial and I.C.I. held a joint press conference on 21st May. A summary of the national press coverage given to their announcements at the press conference is attached together with selected press cuttings from the Times, Financial Times and Daily Telegraph.

To date Millbank has not been asked by the press to comment on these developments, but if an enquiry of this nature is received the following comment will be made:-

"B.A.T. has been concerned with non-tobacco smoking materials since 1962 and before that date with homogenised or reconstituted natural tobacco. B.A.T. has tested tobacco substitute materials from several manufacturers, using both biological and consumer preference tests. Although most of the substitute materials tested might be acceptable to the smoker when mixed in cigarettes with higher proportions of tobacco, combustible materials of this nature are a new departure for the consumer and it would be misleading the public for any health claims to be made or implied for them at this stage.

As regards modified cigarettes, one of the most attractive types for the smoker may prove to be a combination of smoking material made from natural tobacco and a new sheet material which B.A.T. has developed.

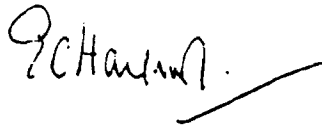
We, of course, welcome the formation of the Standing Scientific Liaison Committee under Professor Hunter's chairmanship and we recognise the importance of its

./.

301097242

role in assessing any new products which may be offered to the smoker."

N.B. || The sheet material which B.A.T. has developed is called BATFLAKE and its main component is non-combustible material but this, at present, must remain internal information and strictly confidential. If press enquiries on this material are forthcoming, Millbank will, therefore, reply that B.A.T. is not willing at this stage to disclose details of the composition of this material but it will, in due course, be submitting cigarettes containing the material to the tests which will be recommended by the Standing Scientific Liaison Committee, appointed by the Government.



G.C. HARGROVE

ENC.

301097243