

APPENDIX B

FURTHER CONCLUSIONS OF THE SMOKING AND HEALTH
CONFERENCE HELD IN CANADA, IN MARCH 1975

1. More information about the health effects of nicotine should be made available to managers in the Group, to enable them to distinguish its effects from those claimed for 'tar'. Millbank to arrange.
2. While there is to date no conclusive evidence involving humans showing that low tar cigarettes are less harmful, animal experiments suggest that reduction of tar is likely to be desirable.
3. Should governments wish to control the activities of the tobacco industry by legislation, it would be preferable for this to be achieved by the placing of tobacco under existing multi-product consumer protection legislation rather than under a separate Tobacco Act. If tobacco were to be placed under a Food and Drug law, classification of tobacco under the food section would be acceptable, but classification of tobacco as a drug should be avoided at all costs.
4. More information about "passive" smoking (inhalation of smoke by non-smokers) would be obtained and circulated. Millbank would consider whether further research was needed on this subject.
5. The latest position regarding little cigars in the U.S.A. was noted. Steps to avoid genuine small cigars (as opposed to cigarillos of the same dimensions as cigarettes) being subjected to the same restrictions as cigarettes should be considered by those Group companies selling them.
6. B&W would inform Millbank of the effects of the New York City differential tax based on tar and nicotine content.
7. The forthcoming publication of the Dentenwill paper in the Journal of the National Cancer Institute in April was discussed. It was agreed that steps should be taken to obtain industry agreement to emphasize its positive aspects and to minimize its negative aspects.
8. If any company were asked what its attitude would be if marijuana were legalized, it should answer that this was a hypothetical question and it seemed highly doubtful, on present evidence, that any Government would ever legalize it.

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9. Our policy regarding additives to tobacco remained that no additive would be used without prior clearance by the Group Additive Guidance Panel.
10. Existing Group policy that new smoking materials would only be used if a health advantage over existing materials currently in use could be demonstrated, was confirmed.
11. Existing policy that pure nicotine should not be added to any smoking material was confirmed, although tobacco extract containing nicotine could be added.
12. Millbank would investigate methods of examining the claims that had been made for black tobacco and its alleged less harmful effects on smokers.
13. It was agreed that no product modification should increase the carbon monoxide content of smoke. The Group should continue to investigate methods of reducing carbon monoxide in smoke.
14. The Group's normal internal controls on the use of fumigants should continue.
15. It was agreed that the four companies represented at the Conference and Millbank should exchange quarterly progress reports on political developments in the area of Smoking and Health in their countries. Special reports will be submitted by mid-May on each company's progress in developing the strategies referred to in Objective 3 on page 2 of the main policy paper. A further conference would probably be desirable in the autumn of 1974.
16. It was agreed that Millbank would investigate ways of improving the provision of information on Smoking and Health throughout the Group.
17. It was agreed that the content of the talks given on Smoking and Health at the Chelwood courses should be examined to ensure that a balanced view of the situation was presented.

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