

PROJECT EMN

Presentation by C. Warren and P.J. Dunn

Millbank 22nd April, 1986

Present:	C. Warren	)	I.T.L. Montreal
	P.J. Dunn	)	
	R.E. Thornton	)	BATCo.
	A. Johnson	)	
	C.C. Greig	)	
	E.D. Massey	)	B.A.T (U.K. & E) R&D
	G. Smith	)	

C. Warren and P.J. Dunn presented their thoughts on project EMN, which was to be repeated at R&D Hamburg, prior to their presentation to the IMASCO board.

The part given by Cliff is designed specifically to be in "laymans" terms, and tries to address a concern that the tobacco industry is not being as responsive to comments on the toxicology of its product as is, for instance, the food industry. It centres on the views and opinions of outside sources in relation to the constituents of smoke and their deliveries to the smoker, and how, in the long term, the industry should understand and seek to modify its product in order to reduce the specific activity of cigarettes. However, relying solely on the views of outsiders may be seen as a source of weakness in the current proposals!

The part given by Pat was more specific and addressed the evidence of the effects of product design on activity. While admitting that some of this evidence was dated, it was possible to indicate certain ways forward where a more modern approach and suitable test systems could be brought to bear.

For example:

- (a) To address more directly the problem of 'thresholds' and position in the dose response curves of toxic components in tobacco smoke. The modification of these interactions as a result of the complexity of the multicomponents of cigarette smoke would also be probed.
- (b) To investigate the interaction of genetic pre-disposition, toxicity of lifestyles and tobacco smoking.

Contd/...

107343780

Contd/...

- (c) The use of up-to-date technologies e.g. Plant breeding and bio-technology at all levels of product preparation, to design low activity products as defined in the bioassay system currently available. The 'nettle' of possible addition to tobacco of neutralising or protective agents for delivery to the customer would also be tackled.

This is undoubtedly a major undertaking, and therefore beyond the current resources of IMASCO. The project would require the co-ordinated resources of BAT worldwide. Of the four areas propounded (p. 18 of green booklet) it could be argued that BAT cannot, and possibly should not, try to attack all simultaneously. Indeed, smoke chemistry and bioassays are part of the current Research Programme, though not in the depth propounded by EMN. It could be argued that it is more sensible to concentrate BAT's efforts into these areas using outside resources for epidemiology and mechanistic studies. To do so would, however, tend to mean that BAT had no internal effort in these latter areas.

In terms of future progress, rough estimates on time scales were available, in the region of 10-20 years, whilst manpower requirements were not yet under consideration. The present proposals are to obtain BAT's commitment as a whole. The co-ordination and planning phase to consider detailed proposals and effort allocation would be the next and most profound step of the project.

In our opinion, EMN is a worthwhile overall objective which, if even it were unable to sell more products, might assist in lengthening the product life-cycle and maintain company integrity within the legal framework of product liability. For the latter reason it deserves support, even if this support must necessarily be qualified in some areas.

*E. D. Massey*      *Colin Greig*

E.D. Massey  
C.C. Greig  
28th April, 1986

107343781