

Idea 25/1/96 BATCO.

E, H, B, R, T, P, N, D, A, L, H, R, E, T, C, W, P, J, D, J, L, M

Rationale JHM

1. Trying to reduce consumption
2. Politicians not unhappy
3. Anti tobacco lobby
4. Legal view on possible product liability
5. Centre of all activity is Smoking and Health
6. I.D. (idea?)
7. Business oriented not research oriented
8. OBJECTIVE - must be in business sense
 "to work towards the discovery of a Safe cigarette - "safe" in the eyes of those who say that the current ~~pop~~ cigarette is "unsafe"."

Consequences

If we could remove S.H. completely

- (a) would stabilize
- (b) would grow

decline 60 → 37 → Lower (by year 2000)

Profitability in long term if only market share available.

1/ Eliminate or reduce below acceptable threshold what they have said are unsafe

2/ Determine consequence of such actions

Profit is market oriented

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Exposed idea to outside lawyers and favourably received

3 Return on investments that would lead to increase in Smoking would be very good.

4 Complexity makes it difficult ~~to~~ for competitors to enter.

Strategy for a programme of Fundamental Research.
(Prepared by non-technical)

EATB Response

Economy

Denmark

Involvement of Alcohol
Drugs }
}

* Public Stance on Smoking and Health

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Smoking and Health

Health and Smoking

Hoffman & Wigder
* dose-response curve

Threshold

Nutrition

Nutrients

<u>Antioxidants</u>	
A	Se
S	Zn
C	Cyston
E	Choline

TUMORS

Synergism. Fresh etc

Vitamin C vs. COL-D
R.C.P

Diet / Occupation / Disease

Genetic Susceptibility

Diet : Bruce Ames

Japanese living in the U.S.A.

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P.D.

Review of Biological Activity.
Carcinogenicity ~ Mutagenicity
Suggestions for future research

Where might we be going?

Group BAT Programme :

Longer Term Research 5-10 years.

Change

External ← Concept → Internal

Nitrosamine

Concepts

R.P

People smoke for Nicotine - desire and least tar
Benefits of Nicotine, CTR
Parkinsons, Alzheimer's Disease,
→ Soft and hard drugs
Scientific basis not valid for reduction
and others would be named anyway

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Low Tar / Acceptable Nicotine Cigarette

- 1 Smoke Chemistry - Reduction of Toxic Components
 - 2 Short term and long term bioassays
 - 3 Epidemiological studies
 - 4 Mechanism of Disease Connection
- } Not Company Science

On a question of resources IATA's said
sufficient resources would be allocated.
Balance could not be pre-set.

Nitrosamines.

PM

Summary hint:
JLM where do we go from here?

Objective

To move towards a 'safe'
cigarette. Safer in the eyes
of those who see it as unsafe.

S.L.H. problem

Need to be seen to be responsive.

Big carrot

Strategy

- 1 Focus on responding to specific chemicals
Don't like
Identify sensible threshold
We will respond
- 2 Biological indicators

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2. Biological criterion of true benefit
Correlations are supportive of each other.

3. Summary review of Research Needs
focusing on

1. Chemical Needs
2. Biology
3. Epidemiology
4. Mechanism of Disease Production

B + W Macro review of Toxic
Necrotic bronchitis E.K.

BATCo conducting approval in both US &
Canadian approaches.

Biological Tests Monitor them outside
Don't try to create tests

Epidemiology Strategic approach towards
epidemiology - put into perspective

Science of Disease Accept as need to
Disease mechanism of
disease - we have imitations, possibly
not enough

Q How to go forward. Is work
meeting requirements?

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Have we got enough effort.

JLM Do we agree with objective

To produce a safe cigarette to those
who believe current product is unsafe
Smoking process is important.

JLM

No quarrels with RTP
As long as — the demand.
Answer accusations.

RTP

Differ in approach
Cleaning up product will not
solve problem.

Objections for grant — value of
Reason will help

(1) Benefits of Smoking need to be
extended.

(2) Anti stress syndrome

↳ Taking care of Cliffs' Supply but not sufficient.

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Only TS Nitrosamines specific to tobacco.

RTP Micro reduction - - -
See if any other changes occur
Evaluate new product.
Acknowledge -
Transfer of X from other sources

* Vitamin Intake
*

importance of literature search

RTP/STD. etc. 2,3,4 - will drive 1

Improv. Response to Shopping list.

→ Internal communications

#238 V. to worry about time scales

Reorganizations. Vicium?

Contact out

Monitor scientific research
done at R+D conference.

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