

PRIVATE & CONFIDENTIAL
MEMO FOR MR. HOBSON

D. S. H. H.
23 JUN 1959
ASK.....
FILE.....

SYNTHOS - POINTS FOR DECISION

As a result of exchange of views between Mr. Hinshelwood and myself a number of points have cropped up in connection with the use of SYNTHOS and flavourings containing this ingredient and related compounds upon which we would like your guidance as to future policy. These points may be briefly summarized as follows:-

(1) RECOMMENDATIONS - NEW FLAVOURS

I understand from Hinshelwood that as far as the production of new brands is concerned the use of SYNTHOS or flavours containing SYNTHOS is not allowed. The usage of SYNTHOS in present brands, should, where necessary and by contact verbally with territorial managers, be reduced to a maximum of .015% calculated on the weight of the blended rag ex coolers. This percentage is representative of a very large number of cigarette and tobacco brands manufactured at home and overseas.

In the meantime every endeavour is being made to find a suitable substitute for SYNTHOS and should this eventuate then the above "ruling" must be reviewed.

.....2

110067318

(2) I.T. CO. FLAVOURS

What is the position regarding I.T. Co. tobaccos which contain between .017 and .040% SYNTHOS, i.e. "St. Julien" and "St. Bruno"? Incidentally, Production Department produced a list of brands taking SYNTHOS but have no record concerning Gallaher's flavours and I.T. Co's flavours for "Cut Golden Bar", "Bulwark Cut Plug" and "Player's" brands (Medium, De Luxe, Gold Leaf and No Name). Should we take steps to ascertain whether these items in fact contain SYNTHOS, and how much?

11006/519