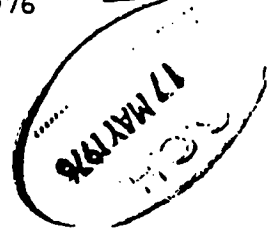


12th May 1976

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TO: CHAIRMAN'S ADVISORY CONFERENCE,
HOT SPRINGS.



REPORT ON THE GROUP R & D CONFERENCE, MONTREAL
5 - 9 APRIL 1976

The following points and questions were raised for consideration at Hot Springs:

1. Modifications to the assumptions on which the Smoking and Health Divisional Plan is based were suggested as follows:
 - a) Although nicotine will be considered by some doctors to be less harmful than tar, there will be increasing recognition, by some medical authorities, that smoking is a nicotine dependent activity. This will, in part, condition attitudes to nicotine.
 - b) There will be an increasing tendency to associate specific smoke constituents with particular diseases.
 - c) Although medical authorities will continue to advise smokers not to inhale, they will not be inclined to press for any specific developments such as products designed to limit inhalation.
 - d) The chemical industry in general is now expected to sit on the fence in relation to new smoking materials, although ICI and Celanese are expected to seek avenues for a more aggressive approach.
 - e) Although product modifications will be seen by the anti-smokers as an indication of increasing success, a body of practical doctors will recognise these as progress in the direction they desire.
 - f) The strategy of some anti-smokers is to wean smokers from cigarettes by encouraging the development of very low nicotine cigarettes.
 - g) We shall be able to achieve technically, with all-tobacco cigarettes, all that can be done with substitutes in smoking and health terms.
 - h) Although no sudden breakthrough is envisaged to solve the smoking and health problem, scientific research will give rise to products seen to be healthier by some authorities.

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i) Further work on passive smoking will provide a basis on which dangers to non-smokers from current cigarette smoking may be alleged with some credibility.

j) There will be medical advances in the treatment of lung cancer.

2. Additions to the plan were suggested as follows:

I. There is a requirement for more work on the effects of smoking. This applies particularly in the social and psychological fields, where it is felt that the benefits of smoking may well be identified.

II. We should study how best to make ethical health claims.

III. More effort should be devoted to nicotine and its analogues. There is a good case for carrying out short-term inhalation studies on nicotine for comparison with tobacco. Contra-indications should be further explored. The development of very low nicotine cigarettes for the susceptible minority already identified should be considered.

IV. An intensive study should be made of passive smoking to pre-empt further attacks in this area and products modified, if necessary.

X 3. The principle of appointing one or more independent advisers requires consideration. If the principle is agreed, how best to proceed?

4. Attention is drawn to item 16 of the Group Research Notes:

X The existence of the published Hunter Committee Guidelines in the U.K. probably affects the legal and ethical requirements which would need to be met in other countries. However, there would clearly be conflicts of medical opinion between various countries. Historically, the treatment of additives demonstrated this, but it also demonstrated that, in the long term, adoption of standards in one country does influence standards in others.

X 5. The Research Conference agreed to postpone further consideration of the "cross-over" experiment until the results of a TRC cross-over using cigarette and cigar tobacco was obtained. In the event of marketing substitutes, for example, this means that we shall not know all we could about relative risks until this experiment is done (about three years after starting). On the other hand it may not be considered worthwhile spending £300,000 or so until it is known whether a particular substitute is acceptable.

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6. The items on Smoking Materials are reproduced here:
(These may be discussed under Hot Springs Agenda Item 9)

- (a) The work in B&W on developing non-combustible cigarette fillers is now complete. However, in order to keep open the options on non-tobacco smoking materials, which are available to the B.A.T. Group, it was agreed that the biological testing of the B&W variants and the further development of non-combustible filler should continue at Southampton. The meeting would not support a case for capital investment in semi-commercial plant at this stage.
- (b) The view on competitive tobacco substitutes is that NSM is currently more acceptable than Cytrel in biological terms, in spite of its high carbon monoxide delivery. One, if not both, of these materials are currently being consumer tested in the U.K.
- (c) In the PRT-71 project, an exercise is currently being planned to design a small 500 tons per annum plant. This will not necessarily be based on the Foudrinier type machine. It could lead to better designs of a big plant but, in particular, would give more freedom to all, if successful, to consider introducing PRT-71 with the original health orientated objectives.

7. The Research Conference raises the question:

Should B.A.T. Group consider acquiring a flavour house?

This is suggested because of the obviously increasing importance of flavours in cigarettes.

X || 8. Should the acute animal inhalation tests available at Southampton be used for any ad-hoc product development? Should the tests be used? Would there be any demand for tests? If so where should they be set up?

9. A report is expected in the U.S.A. indicating allergenic properties of smoke. This could be a very serious threat and would make the case against passive smoking more credible. It is hoped to report further at Hot Springs.

10. It is suggested that some attempt should be made to answer the question: "What duty do we owe to our consumers to inform them with respect to our products?"

11. At the end of the Conference, the Aims and Objectives of the U.K. R&D programme were re-examined in the light of the discussions which had taken place. A number of conclusions were drawn:-

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- a) The role of central R&D was seen by the meeting to be concerned both with insurance aspects (anticipating outside research results, etc.) and with its contribution in providing scientific foundations on which Company R&D would build.
- b) The Biological Research programme might now be more directed towards the development of specific products, but policy guidance is needed on the directions in which we should move, for example, to lead in health orientated, biologically tested cigarettes. So far, our central research has been concerned with providing options; should these now be taken up? So long as we are concerned merely with providing options, R&D are necessarily self-starters, but more positive product development would require guidance and commitment from No.1s.

Nevertheless, the defensive role of high quality research across a wide field should not be neglected. In particular, this enables us to refute allegations made based on poor quality research.

- c) The Aim on Smoking Materials, etc. was reworded as follows:

To develop the options and the technology for the production of smoking materials having desirable subjective smoking characteristics and physical properties compatible with tobacco manufacture, while possessing improved and/or controlled smoke properties with optimisation of cost.

The meeting felt it would be desirable to give indications of the time-scales involved in different approaches.

- d) The Aim of the work on interaction of smoke and the smoker was considered and after a full discussion was changed as follows:

To establish in objective terms why people smoke, how they smoke, and the effect of product characteristics on smoker response in order that preferred cigarettes may be designed.

- e) Product design Aims were restated as:

To advance the technical knowledge necessary to combine the components of cigarettes to produce predictable effects.

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- f) In the process and engineering development field, it was agreed that a longer range approach should be adopted and the processing side particularly emphasised, although not to the exclusion of all machinery development. The Aim was changed to:

To pursue longer range developments in tobacco and filter processing and handling techniques so as to establish both methods and guidelines whereby the quality of the product can be improved, tobacco used more efficiently, greater control exercised over the packaged product and cost reductions realised.

- g) The remaining Aims were endorsed without modification.
12. There was a discussion of the revised position for patents which would follow if Millbank recommendations under item 11 were accepted. The proposals were welcomed by all.

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