



**British-American Tobacco Company Limited**

Millbank, Knowle Green, Staines TW18 1DY

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**NOTE TO:** Mr B.D. Bramley

**CC:** Mr N.G. Brookes  
Mr J. Rambiszewski  
Mr P. Bingham  
Mr B. Brady

**FROM:** P.L. Clarke

**DATE:** 21 August 1992

**SUBJECT:** HEALTH WARNINGS

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I now attach the final version of the guidelines on health warnings on cigarette packaging. These include as Appendix 2, Brown & Williamson's guidelines for US style international brands which as you will see follow our recommendations in so far as they relate to EEC duty-free sales.

An industry meeting has been fixed for 7th September the aim of which is to persuade the industry to adopt a common approach and at which it is hoped to agree an implementation programme.

If you have any last minute comments on the enclosures, I should be grateful if you would kindly let me or Brendan Brady know in good time prior to that meeting.

**P.L. CLARKE**

Enc.

PLC/MS/RS/31

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