

Pre ATS/MIC Draft  
(AK's Draft w/ ATS + MIC's Council  
Cigarette (Lorillard))

Lorillard Finds Two of Its Brands  
Meet Criteria Set By Health Official

Lorillard's TRUE cigarette is the <sup>best selling of all</sup> leading brand to qualify at 10 cigarettes per day for all six of the criteria, and at 20 cigarettes per day for the three "more significant constituents", identified by Dr. Gio B. Gori, Director of the National Cancer Institute's Smoking and Health Program, in the current issue (date) of Science magazine. Lorillard's KENT Golden Lights brand qualifies at 9 cigarettes per day for all six of Dr. Gori's critical value criteria, and at 12 per day for the three "more significant constituents".

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This was announced today by Dr. A. W. Spears, Lorillard's Senior Vice President and Director of Operations and Research, whose <sup>anthracite</sup> scientists at the <sup>company's Greensboro, N.C.</sup> ~~Greensboro, N.C.~~ <sup>laboratories</sup> ~~laboratories~~ used the Gori method of calculating "high critical values" for a number of low tar cigarettes sold in the <sup>United States</sup> ~~United States~~. <sup>The N.C.I. official has defined critical values as "the maximum number of cigarettes that the average</sup> ~~The N.C.I. official has defined critical values as "the maximum number of cigarettes that the average~~ brand cigarettes in specified dose <sup>approximate the risk of disease in smokers to</sup> ~~approximate the risk of disease in smokers to~~ nearly that of non-smokers <sup>note from</sup>

~~individual could smoke daily without apparently increasing his risk of mortality significantly above that of a non-smoker.~~

4) Lorillard, ~~now~~ a division of Loew's Inc., has been a leader in developing and marketing low tar cigarettes for more than 20 years. The company's KENT brand pioneered the development of popular low tar filter cigarettes in the 1950's. KENT Golden Lights <sup>now</sup> were introduced in late 1975 <sup>containing</sup> at 8 mg tar. TRUE brand <sup>cigarettes</sup> was introduced in 1966 <sup>and</sup> with the tar yield of regular and menthol versions at 11-12 mg during the early 1970's, and <sup>were</sup> further lowered to 5 mg in the summer of this year.

3) <sup>Tar as well as</sup> Other smoke constituents ~~as well as tar~~ have been <sup>partially</sup> selectively reduced in TRUE, according to Dr. Spears.

He noted that "the literature had increasingly suggested that other components of interest to ~~health~~ researchers can be reduced without affecting taste values that smokers seek." In response to those research disclosures, <sup>Lorillard</sup> Dr. Spears <sup>affected</sup> has from time to time directed product changes that reduced the smoke constituents <sup>to which</sup> that Dr. Gori has <sup>referred</sup> used to define lower risk products.

These smoke components <sup>to which Dr. Gori has referred</sup> include carbon monoxide, nitrogen oxides, hydrogen cyanide and acrolein, all by-products of tobacco burning, along with the nicotine which is naturally

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present in tobacco and which has been identified as a key contribution to smoker satisfaction.

Commenting on the findings just announced, Curtis H. Judge, President of Lorillard, noted that the qualification of TRUE and KENT Golden Lights under the Gori criteria reflect the company's long established commitment to developing and marketing cigarettes at reduced levels of tar and nicotine. He added that "in response to ever increasing consumer demand, we are continuing our research to reduce even further the smoke components that do not contribute to taste, while creating tobacco blends that will maintain smoker satisfaction at lower tar levels".

The data on ten leading brands of cigarettes that yield less than 10 mg tar (see attachment) shown only three brands, TRUE, Carlton and Now, as meeting all six of the Gori criteria for 10 or more cigarettes per day, or permitting as many as 20 cigarettes (1 pack) a day for the three most significant criteria in the Science article. TRUE sold 9.32 billion cigarettes in 1975, far more than the 5.01 billion of the other two qualifying brands combined.