

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

Lorillard's TRUE cigarette is the 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".

This was announced today by Dr. A. W. Spears, Lorillard's Senior Vice President, ~~and Director of~~ Operations and Research, whose scientists at the Greensboro, N.C., laboratories used the Gori method of calculating "high critical values" for a number of low tar cigarettes sold in the United States. The N.C.I. official has defined critical values as "the maximum number of cigarettes that the average

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

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 were introduced in late 1975 at 8 mg tar. TRUE brand was introduced in 1966, with the tar yield of regular and menthol versions at 11-12 mg during the early 1970's and further lowered to 5 mg in the summer of this year.

Other smoke constituents as well as tar have been 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, Dr. Spears has from time to time directed product changes that reduced the smoke constituents that Dr. Gori has used to define lower risk products.

These smoke components 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.

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NUMBER OF CIGARETTES TO HIGH CRITICAL VALUE

Brand	Cigarettes to Yield 100 mg Tar	"More Significant Constituents"				NOX	HCN	Acrolein	CDE
		Tar	Nic	CO					
Carlton Menthol	142	216.	95.5	46	18.5	110.	29.5	1	
Carlton	125	189.	75.0	21	10.4	46.2	14.4	1	
Now Menthol	47	71.9	55.3	26	13.0	71.8	17.6	1	
Now	47	71.9	52.5	30	14.4	44.8	18.3	1	
Iceberg 100	35	53.9	32.8	9.5	7.6	28.1	8.6	1	
Lucky 100	32	48.7	35.0	15.5	3.8	31.8	9.3	3	
TRUE	24	36.8	30.0	20	11.1	46.2	11.1	1	
TRUE Menthol	24	36.8	30.9	20	9.9	31.1	10.6	1	
Tempo	15	23.5	19.0	10.5	5.3	19.1	9.2	3	
Pall Mall X-Mild	14	22.2	17.8	9.5	6.3	18.4	6.7	3	
King Sano	13	20.1	24.4	7.5	3.3	17.2	6.1	3	
King Sano Menthol	12	19.4	21.0	7.5	3.8	13.6	6.5	3	
Kent Golden Lights	12	19.4	15.6	12	8.0	18.2	8.2	1	
Merit Menthol	11	17.7	18.1	10	3.3	10.5	6.0	3	
Merit	11	17.3	18.1	9.5	3.6	11.8	6.4	3	

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1 Pack (20 cigarettes) per day qualifies
 1/2 Pack (10 cigarettes) per day qualifies

CIGARETTE BRANDS QUALIFYING UNDER VARIOUS CRITERIA

Quantity Within High Critical Value for "3 More Significant Criteria"	Fewer Than 10 Cigarettes Per Day	King Sano
	10 Cigarettes Per Day	Tempo Pall Mall X-Mild KENT Golden Light Merit
	20 Cigarettes Per Day	Carlton New TRUE
	Quantity Yields Less Than 100mg Tar	1 Pack (20 Cigarettes) 1/2 Pack (10 Cigarettes)

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