

PHILIP MORRIS

U.S.A.

120 PARK AVENUE, NEW YORK, N.Y. 10017

WILLIAM I. CAMPBELL
PRESIDENT AND
CHIEF EXECUTIVE OFFICER

March 3, 1994

Re: ABC "Day One" Story on Nicotine "Spiking"/Threatened
"Prohibition" of Cigarettes by FDA

Dear

I would like to take this opportunity to correct some of the gross inaccuracies and misinformation contained in the ABC television program "Day One" concerning nicotine in tobacco products. I specifically refer to the totally false charges made by "Day One" that tobacco manufacturers intentionally "spike" their cigarettes with nicotine. This allegation has absolutely no basis in fact.

Nicotine naturally occurs in tobacco. There is nothing in the processing of tobacco or the manufacture of cigarettes by Philip Morris that increases the nicotine in our products above what is naturally found in the tobacco. In fact, our manufacturing process results in less nicotine in every cigarette product we make than exists in the raw, unprocessed tobacco that initially goes into the product.

"Day One" inaccurately implied that the use of nicotine-denatured alcohol in cigarette manufacturing is intended to, and actually significantly increases nicotine levels in cigarettes. This claim, too, is false. Alcohol is denatured with small amounts of nicotine for one reason - and one reason only - to make the alcohol taste bitter and therefore nondrinkable. If "Day One" had bothered to check the facts it would have learned that alcohol denatured with amounts of nicotine so small as to be undetectable in the final product is the only form of denatured alcohol approved for tobacco processing and manufacturing by the

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Bureau of Alcohol, Tobacco and Firearms. [See 21 C.F.R. §21.38.] Moreover, members of the tobacco industry have been using denatured alcohol for over 40 years with government approval.

The "Day One" segment also deliberately sought to create the erroneous impression that tobacco manufacturers add nicotine during the process of preparing reconstituted tobacco. This, again, is simply untrue. The process of producing reconstituted tobacco is essentially a process designed to make efficient use of all parts of the tobacco plant. The first patent on the tobacco reconstitution process was issued almost 150 years ago and is a well known process that has been repeatedly described in public literature. The fact is that the level of nicotine in the finished reconstituted tobacco is significantly lower than the nicotine level in unprocessed tobacco.

Another unfounded allegation contained in the program was that the use of natural tobacco extracts, sometimes used to flavor cigarettes, is intended to artificially raise the nicotine levels in cigarettes. The fact is that the nicotine contribution from tobacco extracts added to the finished product is negligible, and thus does not measurably change the levels of nicotine in the tobacco smoke. "Day One" also failed to point out that tobacco extracts have a long and well-documented history of use in the manufacture of tobacco products.

"Day One's" allegations that we "spike" our cigarettes with nicotine and thereby mislead our consumers concerning the products they buy is flatly contradicted by other facts. As you know, we have listed the nicotine levels of all of our products in our advertising as prescribed by law. This listing has occurred for over 20 years. As a result, consumers can choose the product that they prefer with full information of its nicotine content. For the last 50 years, the average nicotine yield of American cigarettes has declined by more than 50%. Nicotine yields are measured and reported in strict compliance with standard test methods prescribed by the Federal Trade Commission. To reiterate, there is nothing done in the processing of tobacco or the manufacture of cigarettes by Philip Morris to increase the nicotine in the final product above the amount naturally occurring in the raw starting materials. In fact, our manufacturing process results in less nicotine in every cigarette we make than exists in the raw, unprocessed tobacco with which we start.

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It is unfortunate that FDA Commissioner Kessler, apparently based on similar misinformation, has indicated his view that it might be appropriate for cigarettes to fall under FDA regulation and possibly be banned. Haven't we learned anything in the past 70 years? Prohibition didn't work in the '20's and it won't work in the '90's. Back then Prohibition resulted in lost taxes to the government, lost jobs, inferior black market products and a crime wave unlike any this nation has seen before or since.

Cigarettes are a legal product that more than 50 million American adults choose to smoke. We are proud to be associated with the tobacco industry and are proud of the quality standards with which we manufacture our product.

That is why we take exception to the inaccurate and ludicrous story that appeared on "Day One" and the letter that was submitted on the subject by Commissioner Kessler.

Sincerely,

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