

In response to media coverage and inquiries regarding the nicotine content of cigarettes, Philip Morris USA is releasing the following statement.

Philip Morris Statement
February 28, 1994

Nicotine is a naturally occurring substance in tobacco. There is nothing done in the processing of tobacco or manufacture of cigarettes by Philip Morris that increases the nicotine in the tobacco blend above what is found naturally in tobacco. In fact, the manufacturing process results in less nicotine in the final product than exists in the unprocessed tobacco.

Philip Morris provides its consumers with a range of choices in tar and nicotine levels in its products. As a matter of fact, over the years, consumer taste preferences have resulted in products with lower levels of both tar and nicotine. For many years, nicotine levels for all cigarettes have been measured pursuant to FTC methods and publicly displayed in every cigarette advertisement, in accordance with law.

Additionally, both FDA and the courts have recognized that cigarettes should not be regulated by FDA. Nothing has occurred which warrants a change in this policy.

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