

Chris,
FBI
HJ

Hugh H. H. H.

The Brown & Williamson Tob Corp.,

Dear Sirs,

the campaigns against smoke are causing in the more industrialized countries a decrease in the demand of cigarettes.

The most important cigarette companies know that in a such situation the research and the development of new and safer products become extremely important, because the safeguard of the health is the principal reason that induces to stop smoking.

A really new product in such sense would allow the companies to improve the market penetration and to conquer market shares.

In the recent past some attempts to develop really new products have been done, others are in progress.

However, it seems to me that in the attempt to create really new products too extreme solutions are being sought: they could not be approved by the smokers or by society.

An example is the story of the Premier cigarette that at first met with the opposition of the tobacco producers (the quantity of tobacco in Premier was insignificant) and then with the resistances of the smokers.

Smokeless cigarettes remove from the smoker the fundamental satisfaction of seeing the smoke and watching their own cigarette burn and produce ashes: I think that there is the need to develop a cigarette like the one I am about to propose.

It is a safer cigarette.

My model of cigarette has been conceived mainly to reduce considerably the content of toxic and mutagenic substances in the smoke.

It is a cigarette composed of different sectors.



This model of cigarette lends itself to the development of different types of cigarettes. For the time being I will only consider the basic model and then some of its variations.

Sector ("A") is destined to be burnt. It is composed of cut filler tobacco that while burning produces little TPM.

The particularity of such sector is that here is a hole lengthwise ("B"), formed by a cellulose wall or by reconstituted tobacco.

During the puff, being the final part of the "A" sector closed, smoke goes only through the central hole at high speed and is not subject to filtering by the portion of the tobacco not yet burnt.

The smoke arrives at the end of the hole at a very high temperature. During all the cigarette smoking the smoke is generated by the burning of always new tobacco because no condensation takes place on the remaining tobacco.

The advantages of this design are the followings:

- the qualitative and quantitative composition of the smoke at the exit of the hole is constant from the first to the last puff;
- the temperature at the exit of the hole is very high and constant; this will be used in the following sector;
- the expected draw resistance may be extremely low.

The second sector ("C") is a filter that has the purpose of retaining part (the greatest possible portion) of the smoke compounds that go through it.

The third sector ("D") is composed of cut tobacco added with glycerine, casing and flavouring substances and with tobacco extracts. The smoke stream that goes through this sector carries these useful substances that have the function to improve the taste together with those typical of the tobacco here contained.

The sector ("E") is a filter with a very low draw resistance.

No sector of this cigarette is ventilated.

On the basis of the model it is possible to realize a cigarette with a very low content of TPM while being at the same time highly acceptable.

These are the main reasons:

- already from the first puff the smoker can find sufficient satisfaction (unlike ultralight traditional cigarettes where the porosity of the paper and the autofiltering rod make the first puff very different from the last one);
- the taste remains constant during all the smoking of the cigarette; the tobacco burnt is always new and clean without smoke residues;
- in order to enhance such advantages it is possible to use in the sector destined to burning some very neutral and combustible material (tobacco or other); this to the double purpose of lowering the content of TPM and of making through some additive the secondary smoke pleasant;
- the cigarette has the exterior appearance of a normal cigarette;

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- it burns, consumes itself and produces ash: these aspects are very important in the psychology of the smoker;

- the qualitative composition of the smoke is very different from that of the traditional cigarettes because the ratio between the distillation products and the combustion products is higher than in the traditional cigarettes.

Finally, it is now possible to develop a very acceptable cigarette with a content of TPM dramatically reduced and less harmful (owing to the different composition).

Patent is pending for this model of cigarette.

I suggest that your company acquire the exclusive rights (with a reserve for the Italian market) for the production of a new kind of cigarette that will be appreciated all over the world.

Analogous proposal has been submitted to all the main cigarettes companies.

You can contact me at the following address:

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Yours sincerely

Rome, 4th July, 1995

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