

R023D

The documents in R023D are Bates # 202881787 (19940707), # 2029238842 (19940708) and #2025988301 (19940715). The documents are drafts dealing with the question of cigarette smoking and addiction.

Author: Frank Gulotta, a research scientist for Philip Morris. **Addressee:** None noted, but the document is internal.

This PM report titled “Cigarette Smoking and the Addiction Controversy: Why Do Opinions Differ?” was written in 1994 in the midst of a heated debate on the subject of nicotine addiction. In March of that year a USA Today/CNN/Gallup Poll revealed that 70% of smokers wanted to quit and that 48% had tried to quit and failed, presumably because they were addicted. In February, FDA Commissioner David Kessler announced plans to consider regulating tobacco as a drug, and in March, the Castano class action lawsuit was filed. Attorneys for the plaintiffs charged that tobacco companies hid their knowledge of the addicting qualities of tobacco from consumers and the government.

The report claims that the controversy over the addictive nature of cigarettes arises from the fact that much depends on how you understand addiction. The author claims that “...since addiction has no independent reality, reasoned and reasonable people can view the term from different perspectives.” The answer to the question ‘is smoking addictive?’ depends on how you choose to define addiction. The author refers to a 1988 Surgeon General’s report that listed three primary criteria for drug dependence: highly controlled or compulsive use; psychoactive effects; and drug-reinforced behavior. There were also a number of additional criteria such as relapse, cravings, use despite harmful effects, and so on. The report addresses and redefines a number of arguments and terms as used in the Surgeon General’s report. He demonstrates that using the SG’s criteria, Twinkies fulfill “... the three primary criteria for a dependence producing substance.” He sees relapse as spontaneous recovery of learned behavior and craving is explained in terms of secondary reinforcement. He claims that, according to the criteria, drinking coffee or cola and eating Twinkies is addictive, just like heroin or cocaine use. He concludes that the construct of addiction “ceases to have scientific merit” when it includes so many habitual behaviors. Further, the author concludes that “The Surgeon General’s definition of addiction, then, remains only valid as a political tool devoid of scientific value.”