

## **Philip Morris Announces Release of Cigarette Ingredients List**

*The documents in this case are **Bates # 2501063452 (19940413) and # 2500121913 (19940414)**. The first document is a Philip Morris USA news release on cigarette ingredients, while the second document is a memorandum to all PM USA employees on the same subject.*

**Author:** PM USA (news release) and William Campbell, Philip Morris executive who held a number of positions in the company, including Vice President, President, CEO, and Board of Directors (memorandum). When this memorandum was written he was President and CEO. **Addressee:** General public (news release) and PM USA employees (memorandum).

The tobacco industry was in the middle of a firestorm in 1994 over FDA Commissioner David Kessler's announcement in February that he was considering regulation of tobacco as a drug. There was significant national media attention to the questions of whether or not tobacco companies added or manipulated nicotine in the manufacture of cigarettes, as well as congressional hearing on the same subjects. On April 13, 1994 Philip Morris USA published a news release announcing that it had joined with the five other major tobacco companies in releasing a list of the 599 combined ingredients used in the manufacture of cigarettes sold in the United States. Steven Parrish (senior vice president and general counsel for PM USA) claimed that the companies had decided to make the announcement voluntarily so that consumers could be assured that cigarettes were not harmful to smokers. The tobacco companies had been submitting this information to the Department of Health and Human Services since 1986, but were now forced to release this information in an attempt to deflect characterizations that they were 'secretive', even though the Cigarette Labeling and Advertising Act recognized that cigarette ingredients were trade secrets. Parrish assured readers that based on an independent assessment "performed by six eminent scientists", cigarettes were not hazardous.

On April 14, 1994, William Campbell (then President and CEO of PM USA) sent a memorandum to all employees announcing the release of the ingredients list "...in an effort to put an end to the false allegations that some of the ingredients included on this list are hazardous as used in cigarettes." He reiterated the points made in the news release and then announced the release that same day of an ad campaign to "... get the facts out about ingredients." Campbell concluded the memorandum by telling his employees that he will join the chief executives of the six other major tobacco companies to testify before the U.S. House of Representative's Energy and Commerce Committee, where his testimony will be straightforward and factual. He emphasized again that everything the company has done was voluntary and that they have nothing to hide. He hopes they will be able to prove to smokers and non-smokers alike "...that the facts are on our side."