

'Cigarettes are safe' Memorandum to Philip Morris Employees

*The documents in R030D are **Bates #2041238769 (19940414) and #250121913 (19940414)**. They are a draft and final version of a memorandum to all Philip Morris USA employees.*

Author: William Campbell, President and CEO of Philip Morris USA at the time the document was written. He also held a variety of other positions with PM, including Vice President of PM Inc from 1984 to 1985, and member of the Board of Directors from 1986 to 1987 and then again from 1992 through 1995. **Addressee:** PM USA employees

In April of 1994 the chief executives of the seven major tobacco companies were called to testify before the U.S. House of Representative's Energy and Commerce Committee to answer questions about whether or not nicotine was added to cigarettes in the manufacturing process and whether or not nicotine was an addictive substance. At that hearing, William Campbell (PM USA President and CEO) stated "I believe that nicotine is not addictive, yes."

In this memorandum to his employees he updates them on what the company was doing in order to assure the public that cigarettes are safe, and that there is nothing in cigarette ingredients that is harmful or addictive. He informs them that the industry has undertaken certain activities in order to communicate the information that cigarette ingredients are not harmful. These activities include releasing a press announcement of the disclosure of a complete ingredients list, a safety assessment conducted by "six renowned scientists", and an advertisement campaign in six major newspapers to "...get the facts out..." about the safety of cigarette ingredients. He also informs them of his congressional testimony, which he assures them will be straightforward. He concludes this memorandum by emphasizing that each of the activities he has outlined in the memorandum are "...entirely voluntarily (sic) on our behalf." The company was not required to appear at the congressional hearings, nor did they have to release the ingredients list.