

Philip Morris Responds to Accusations of Ammonia Misuse

*The documents in R035D are **Bates #20561326170 (19951000), #2056136171 (19951018) and #2048778369 (19951018)**. They are two draft versions and a final press release by Philip Morris USA in response to a Wall Street Journal article about the use of ammonia in tobacco manufacturing.*

Author: PM USA. **Addressee:** General public

In July 1995 the FDA declared nicotine a drug, thus claiming regulation of tobacco products should come under its jurisdiction. On August 10 President Clinton declared nicotine an addictive drug, further undermining the tobacco industry's position on the effects of smoking on health. The year before the top executives of the major tobacco companies testified before congress that, to a man, they did not believe nicotine was addictive. Then in the fall of 1995 the Wall Street Journal published a piece on nicotine and ammonia, claiming that cigarette manufacturers "spiked" cigarettes with ammonia in order to increase levels of nicotine.

Philip Morris responded by assuring the public that ammonia was naturally present in tobacco, and that ammonia and ammonia compounds had been used for years in the manufacturing of tobacco products. Their statement went on to say that ammonia "flavorants" were used in a variety of consumer products such as pudding, ice cream and beverages. They indicated their use of ammonia compounds had "... been public knowledge for many years" and that these compounds were included in the ingredients list submitted to the Department of Health and Human Services. Referring to the Wall Street Journal's claim that PM used ammonia to increase the amount of nicotine or its rate of absorption as "speculation", it denied that Philip Morris used ammonia to "enhance nicotine delivery to smokers."