

## **R052A**

*The documents in this case are **Bates # 2016001922 and #TIMN0317069**. The first is an internal PM report on tar and nicotine, while the second is a statement released to the press by The Tobacco Institute on the same subject.*

On January 1, 1966 the Federal Cigarette Labeling and Advertising Act went into effect. This legislation banned cigarette advertising and required the tobacco companies to inform consumers of the possible health risks of smoking. The tobacco industry felt that it was increasingly under attack by government regulators and the public health community, and actively countered their attempts at further regulation.

In a 1966 internal report titled “Some Facts about “Tar” and Nicotine”, Philip Morris takes issue with mandatory “tar” and nicotine labeling, claiming that there is no proven link between the tar and nicotine content of cigarettes and the health of smokers. The writer accuses the Federal Trade Commission and the Public Health Service of reversing their previous position against labeling, which they felt might mislead the public insofar as there was no established evidence that “tar” and nicotine in cigarette smoke had any health significance. Further, the author claims that there is no new evidence to support the Public Health Service’s changed position and its support of the Federal Trade Commission’s mandatory labeling requirement. In fact, such reporting could be misleading to the smoker who may conclude that a lower tar and nicotine cigarette may be “safer”, even though “... there is no scientific proof that reduction of any ingredient ... makes cigarettes “safer”.”

The controversy continued to grow, and on October 21, 1966, the Tobacco Institute issued a press statement in response to questions regarding articles and reports on “tar” and nicotine. The statement asserts there is “misunderstanding and confusion” on the role of “tar” and nicotine in the development of human disease, and that “...such a suggestion is a matter of opinion and guesswork.” Finally, the Tobacco Institute assures readers the tobacco industry is supporting investigations designed to answer questions about “tar” and nicotine, and tobacco and health in general.