

SENT BY: B. A. T.

20-6-95 : 14:46 : SMOKING ISSUES DEPT. -

0703 779715: # 1 / 2



SMI.

BRITISH-AMERICAN TOBACCO COMPANY LIMITED

TO: Graham Smith
CC:
FROM: Chris Proctor
DATE: 20 June 1995
SUBJECT: MITC

Please see attached.

Chris

MILLBANK KNOWLE GREEN STAINES MIDDLESEX TW18 1DY

SMOKING ISSUES DEPARTMENT
DIRECT TELEPHONE: 01784 449045 DIRECT FAX NO: 01784 448634

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SENT BY: B.A.T.

20- 6-85 : 14:47 : SMOKING ISSUES DEPT. -
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RESPONSE TO MEDIA QUERY ONLY
PLASTICIZER/MITC
6/19/95 - FINAL

BROWN & WILLIAMSON IS PLEASED THAT PHILIP MORRIS HAS PUBLICLY
CLARIFIED ISSUES RELATING TO ITS RECENT PRODUCT RECALL.

PM'S CONCLUSION -- THAT TRACE LEVELS OF MITC IN CIGARETTE FILTERS
DID NOT CONTRIBUTE TO THE PHYSICAL PROBLEMS THEY SAID COULD HAVE
BEEN EXPERIENCED BY CONSUMERS -- SQUARES WITH B&W'S OWN ANALYSIS.

PHILIP MORRIS POINTED OUT THE LEVELS OF MITC IN CIGARETTE FILTERS
IS AS MUCH AS 1,000 TIMES LESS THAN TOLERANCE LEVELS FOUND BY THE
FDA TO BE ACCEPTABLE IN WINE. MITC ALSO IS APPROVED BY THE FDA
FOR PACKAGING MATERIALS WHICH COME IN CONTACT WITH FOOD.

IN ADDITION, MITC IS A NATURALLY OCCURING COMPOUND IN MANY
COMMONLY CONSUMED VEGETABLES.

WE UNDERSTAND THAT THE MITC PRESENT IN THE PAPERBOARD USED FOR
BOX PRODUCTS AND PRESENT IN CARTONS CAN "MIGRATE" IN TRACE
AMOUNTS TO THE CIGARETTE FILTER.

PM CONTINUES TO POINT OUT THAT THEY EXPERIENCED PROBLEMS WITH THE
PLASTICIZER USED IN THEIR PRODUCTS. B&W HAS EXPERIENCED NO SUCH
PROBLEMS WITH THE PLASTICIZER WE USE.

B&W HAS AN EXTENSIVE QUALITY ASSURANCE PROGRAM. WE HAVE REVIEWED
OUR MANUFACTURING PRACTICES WITH OUR SUPPLIERS AND HAVE CONFIRMED
THAT WE HAVE THE HIGHEST POSSIBLE QUALITY STANDARDS AND CONTROLS.

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