

DRAFT UNDER REVIEW

Response to: "Are cigarettes addictive?"

Dear Consumer:

Thank you for your recent inquiry to our Consumer Information Center. We appreciate having an opportunity to answer your question.

We do not believe cigarettes are addictive. It's harder to quit smoking for some individuals than others, but the same could be said about some other habits we enjoy. Most of us would have a challenge depriving ourselves of some popular food and beverage items we thoroughly enjoy. However, we all know many people who have quit smoking. We also know individuals who have stopped drinking soft drinks, eating chocolates and enjoying other long-time favorites.

The fact is that tens of millions of Americans have successfully quit smoking -- and never started again -- as a matter of choice. Regretably, the question has moved out of the realm of scientific debate into the world of social politics. It doesn't make quitting any easier when a government agency like the FDA chooses to label smoking as addictive. If an individual lacks the motivation to quit smoking, what better excuse can people offer themselves than being "addicted". The truth is it isn't addictive, and it is not helpful to smokers who have decided to quit to tell them so.

If you are seriously thinking about quitting smoking, we are confident you will succeed in doing so. It really is only a question of having a firm resolve and sticking with it. Brown & Williamson respects the personal decisions of individuals to quit smoking, just as we respect the right of each person to decide for themselves whether to smoke or not.

Thank you for your support over the years. We wish you well.

Sincerely,

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