

Claim: Alleged internal admissions re: addictive nature of nicotine.

- Sir Charles Ellis' statement in 1962 that smoking is a "habit of addiction that is pleasurable."
- Further statement by Sir Charles Ellis in 1962 that "a problem that is therefore worth considering is how to provide the smoker with his customary amount of nicotine." May, 1962 note to S. J. Green.
- "Smoking is a habit attributable to nicotine..." BAT R&D Conference, Montreal, 10/24-27/67, author unknown. [Prod. Dev. Rpt. at 38.]
- 1976 BAT research conference in Montreal: "Although nicotine will be considered by some doctors to be less harmful than tar there will be increasing recognition by some medical authorities that smoking is a nicotine dependent activity. This will, in part, condition attitudes to nicotine."
- At a 9/13/77 BAT meeting, it is recognized that it would be necessary to consider various segments of smokers and their individual needs -- e.g. nicotine-dependent smokers, those who smoked for total delivery, etc.
- 2/22/78, P.L. Short, "Product and Process Innovation recognizes "the problem of addiction via nicotine [is] increasing" [Prod. Dev. Rpt. at 54.] Two days later, meeting notes indicate: "Those seeking nicotine gratification where smoking is banned and the subsequent risk of purchasing tobacco by prescription or registration of addicts in the future, will lead to greater use of smokeless tobaccos" ... There is a segment "wanting to quit but unable to, hooked onto cigarettes at present but seeking a cigarette/nicotine substitute." P.L. Short, "Product and Process Innovation, 2/24/78. Id.
- In 1979, Lionel Blackman, discussing product development strategy, noted: "Consideration should be given to the hypothesis that the high profits associated with the tobacco industry are directly related to the fact that the customer is dependent upon the product. Looked at another way, it does not follow that a future alternative, "Product X," would sustain a profit unless like tobacco, it was associated with dependence ..." Blackman, "Key Areas - Product Innovation Over Next Ten Years for Long Term Development." 8/28/79, Prod. Dev. Rpt. at 51.
- By 1980, the company acknowledged internally that "Smokers smoke for nicotine and die for tar." Dr. M.A.H. Russell. "TN 80-01-008 Project Gypsy" by D.E. Creighton, 1/3/80. [Product Development Revised Report at 3.]
- 1981, BAT Board states "for the great majority of smokers, smoking is habitative. However, it must be admitted that heavy and 'chain-smokers' have demonstrated addiction symptoms."
- 1986 marketing Conference (Waxman Hearings)

Response:

1. The foregoing statements were made over a considerable period of time and in the following context:

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- a. During the period prior to 1964, statements regarding addiction were made in the context of language in the Royal College of Physicians 1962 Report, which stated that nicotine "may" be addictive.
 - b. During the 1970s and 1980s, comments regarding "addiction" reflect the increasingly loose use of that term by the scientific community, which had expanded it to include non-physiological dependence.
 - c. During all periods, it was assumed that nicotine has some pharmacological activity but that this was beneficial, rather than detrimental and could support changes in cigarette design that were intended to address public concerns with smoking and health.
2. At no point, was any conclusion reached by B&W/BAT that nicotine physiologically deprived the consumer of the ability to choose to quit. This was not the thrust of the comments being made and it was not assumed in any research or marketing effort by B&W/BAT.

Follow Up:

1. Review each document and place precisely in context by capturing the "snapshot" of internal and external research ongoing at the time that the statement was made.