

Dear [Name]

Smoking significantly increases your patients' risks for diseases such as lung cancer, coronary heart disease, chronic bronchitis and emphysema. ~~And it is very difficult for tobacco/nicotine dependent cigarette smokers to quit smoking and cessation rates are low¹. And while currently available smoking cessation aids assist some smokers in quitting, success rates continue to be low and many smokers continue to smoke¹, despite the risks. And despite your attempts to convince your smoking patients to quit, many of them simply won't. Some say they enjoy it. Others say they're addicted. Regardless of the reasons, the~~ bottom line is that more than 45 million American adults smoke, and it's likely that millions of adults will continue to smoke in the years ahead.

Because you ~~possibly have patients who may have some patients who are unwilling or unable~~ refuse to quit smoking, we'd like to highlight some extended research on a new type of cigarette that ~~want to make you aware of research on a new type of cigarette that~~ may reduce some of the risks of smoking.

In our ongoing efforts at R.J. Reynolds Tobacco Company has to develop a reduced-risk cigarette, we ~~been committed to developing reduced-risk cigarettes for decades, and we believe we may have finally succeeded. We've developed a new kind of cigarette that may present smokers with less cancer risk, based on the results of extensive chemical and biological tests.~~

Why are we writing to you about this? Because age-verified adult smokers people in your city will soon be told about the scientific test results and age-verified adult smokers will be offered the opportunity ~~have the chance to purchase this cigarette through the mail through the mail as part of a test market we will be conducting. Some of your smoking patients might ask your opinion about this new cigarette, so you may wish to review and become familiar with the results of the scientific studies conducted on this cigarette.~~

Because this new cigarette primarily heats tobacco, rather than burning it, the smoke from this cigarette is very different from that of other cigarettes. _

As you will see in the accompanying brochure, (and, in more detail, on our website: www.newcig.com) many of the compounds in cigarette smoke that are believed to contribute to the risk of cancer are substantially reduced in this new cigarette compared to other cigarettes.

The smoke and smoke condensate ("tar") from this cigarette are also produce significantly less damage to DNA and chromosomes in cultured cells, and are significantly less tumorigenic in mice, compared to typical cigarettes sold today. ~~significantly less cytotoxic, cytogenic and tumorigenic in a comprehensive battery~~

¹ Sweaner, D. T. "Policy Options to Reduce Tobacco-Caused Mortality" in Journal of Addictive Diseases, Volume 18(3): 1 - 11, 1999

of ~~in vitro and in vivo~~ tests. (Full results of these assays appear on our website, as well)

In addition, the smoke from this cigarette contains substantially lower concentrations of free radicals and is significantly less cytotoxic in cultered cells, compared smoke from cigarettes typically sold today. ~~In addition, laboratory and clinical tests in animals and humans~~ smokers also show that this cigarette produces less inflammation in the respiratory system than other cigarettes. These results could indicate lower risk of developing such smoking-related diseases as emphysema and chronic bronchitis.

Information concerning whether this new cigarette presents less risk for cardiovascular disease is inconclusive. Some test results suggest there may be an elevation in cardiovascular risk for individuals with pre-existing heart disease, while other results indicate that this new cigarette may present less risk of developing heart disease than other cigarettes. So, based on current scientific data, this new cigarette is not a good alternative for your patients with pre-existing heart disease, but could be an alternative for smokers who do not have that condition ~~than other cigarettes.~~

The cigarette is called Eclipse. And while it isn't perfect, we believe it's clearly a ~~step better alternative for smokers who don't consider quitting an option, in the right direction.~~ But you can judge for yourself.

The brochure that comes with this letter will introduce you to the science behind Eclipse. Our website (www.newcig.com) contains a detailed summary of the scientific tests that we and others have conducted on Eclipse. It also contains abstracts and full-text versions of the dozens of papers on tobacco-heating cigarettes that we have published in peer-reviewed journals and presented at scientific conferences around the world. Through our website, you can also contact a physician who is familiar with the science behind Eclipse.

We're not asking you to recommend Eclipse or any other cigarette to any of your patients. But in the event that you do get questions from smokers about Eclipse, we wanted to let you know that there is substantial peer-reviewed scientific research behind this new cigarette and it is easily available for your review.

When it comes to avoiding the health risks of smoking, the best choice is quitting. But for smokers who are unwilling or unable to quit, refuse to quit do not quit, we believe Eclipse ~~might be~~ might be is the next-best choice.

Sincerely,

Gary Burger, DVM²²²²
Executive Vice President - Research & Development

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R.J. Reynolds Tobacco Company

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