

DRAFT

2/24/81

T.I. STATEMENT ON "ADDITIVES"

As you know, the then Surgeon General raised various questions with respect to cigarette "additives" in his report released in January. In considering this matter there are a few basic points to be considered.

First, the cigarette manufacturers that are members of the Tobacco Institute are not aware of any substantial scientific evidence suggesting that the flavorings in American cigarettes involve any hazard to health. In this connection, it is my understanding that each manufacturer carefully reviews each new flavoring or other additive that it contemplates adding to any of its cigarettes.

Second, since the Surgeon General first expressed his interest in cigarette additives last year, the manufacturers have cooperated by submitting to him lists of cigarette flavorings or other additives, and their representatives met with him to determine the feasibility of providing additional information as to flavorings in current use. As pointed out to the Surgeon General, and as he appeared to recognize, the precise mixes of flavorings used in individual brands have considerable

competitive significance and are closely guarded trade secrets. Indeed, insuring the confidentiality of these trade secrets is an important and continuing concern of the cigarette manufacturers.

It bears reemphasizing that there is no substantial evidence that the cigarette flavorings currently in use in the United States present any hazard to health. According to our member companies, there are several reasons for this. Most of the flavorings in today's American cigarette have been in use since the 1940's and before. The finest tobaccos have always been the essence of the American cigarette. Flavorings merely fine tune the taste and the introduction of new flavorings represents a continuing refinement. We believe that the total number of new flavorings, industry-wide, since the 1940's is probably in the neighborhood of fifteen to twenty, used primarily in connection with low-tar and ultra low-tar cigarettes.

Of equal importance, it is our understanding that every cigarette manufacturer reviews carefully any new flavoring proposed to be added to any of its cigarettes. We are informed that the fundamentals of this review followed by each of the companies are similar. An important aspect is the thorough review of the published scientific,

and particularly the toxicological, literature. The review also includes consideration of various lists of substances that have been reviewed and approved for human use, such as the Food and Drug Administration Generally Recognized As Safe (GRAS) list, the Flavorings and Extracts Manufacturers Association list, and listings of substances approved for use in cigarettes by the British Government's Hunter Committee and the Health Office of the Federal Republic of West Germany. The companies also consider other available knowledge, including the opinions of company scientists with special expertise [as to the behavior of the substance in the cigarette]. [In addition, the review is augmented by the parallel reviews of the companies that manufacture flavorings and extracts and supply those products to the cigarette manufacturers.]

As we have indicated, there seems to be no real basis for the emphasis placed on the additives question in the Surgeon General's report. In this connection, it should be noted that two federal government officials, who were extensively involved in the government's programs dealing with cigarettes, made the following statement in a letter published in the Journal of the American Medical Association in 1979:

"We know of no scientific evidence that today's additives increase the toxicity of cigarette smoke."

[If there is a real need for any further information to be provided, the Institute and its members stand ready to discuss the matter with the Department of Health and Human Services. Our members will give their full support to any arrangements that can be worked out with HHS to meet the Department's needs for any further listing of additives in current use.]