

December 18, 1975

CONFIDENTIAL

Mr. Robert K. Heimann, President

V. B. Lougee, III, Research and Development

SILVA THINS Menthol Modification

As reported in the Weekly Reports, a program has been underway during the past year dealing with the effects of plasticizer types and levels on menthol migration to the filter tips of cigarettes and menthol transfer to smoke. Included in this program have been studies with Skyline filter rods and the effect of reduced Igepal content on menthol transfer to smoke of SILVA THINS Menthol Cigarettes. The objective in this work has been to maintain target per puff menthol delivery to smoke of our menthol cigarettes while reducing the quantity of menthol application required to tobacco.

We have completed our work with Skyline filter rods and are enclosing for your consideration two cartons each of SILVA THINS Menthol Cigarettes coded "Control" and "Test." The test cigarettes were prepared with Skyline filter rods containing 4% Igepal in place of the current 8% level. The tobacco is a standard blend of SILVA THINS Menthol modified to contain 25% less menthol than control, i.e., 60 pounds of menthol per quarter of tobacco versus 80 pounds. With this modification, the cigarette weight target would be reduced from 107.5 to 108.0 cigarettes per four ounces to compensate for the reduced additive level in the filter tip. The menthol delivery to smoke for the test cigarettes is 0.05 mg per puff and identical to the target per puff delivery of control SILVA THINS Menthol Cigarettes. Attached is Laboratory data comparing physical properties, tobacco and smoke analyses for control and test cigarettes.

The test cigarettes have been paneled versus control cigarettes to SILVA THINS Menthol smokers within the Laboratory, in-Company and by SIR. An overview of the SIR panel indicates that the test cigarette is preferred over the control cigarette with all major indicators in favor of the test cigarette. A full report of the SIR panel is being supplied to Mr. McKeever.

The SIR panel results lend support to our confidence that the modification to the filter tip of SILVA THINS Menthol Cigarettes can be made without affecting taste appeal, and at the same time, represents an economic savings of approximately 3.6 cents per thousand cigarettes to be realized from the reduction in menthol usage for SILVA THINS Menthol Cigarettes. We have worked closely with Ecusta on this project, and with your approval, recommend initiation in late spring of 1976 when existing inventories of current Skyline paper and filter rods are anticipated to be depleted.

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Mr. Robert K. Heimann

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May we have your approval?

JMS
Attachment

W. B. Lunge

cc: Mr. J. B. McCarthy
Executive Vice President

Mr. R. P. Truitt, Vice President
Manufacture and Leaf

Mr. C. R. McKeever
Marketing Director