

2024824887

Reduced CO

Marlboro

## Reduced CO Marlboro

### OBJECTIVE:

To maintain the same tar level  
as the current Marlboro  
while reducing CO delivery  
by 25%.

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# Consumer testing

VA - 3795

	<u>Control</u> <u>Marlboro</u>	<u>Reduced</u> <u>CO Marlboro</u>
Tar, mg	17.3	16.8
Nicotine, mg	1.17	1.19
Puffs / cigt.	9.1	9.2
C. RTD, in. H <sub>2</sub> O	4.5	3.8
Dilution, %	9	27
Filter RTD, in. H <sub>2</sub> O	2.9	2.4
<del>Tow</del> CO, mg/cigt.	16	12
Filter Eff., %	46	36
Tow	34/46000	12/85000

## Preference:

			N.D.
Marlboro	58	59	2
Full Flavor	63	63	7

No significant qualitative differences  
Control Marlboro more spicy (<.08 FFS)

Plans: POL testing of the same  
candidate - POL 3089

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Additional Candidate

VA - 3794

	<u>Control</u> <u>Marlboro</u>	<u>Reduced</u> <u>CO Marlboro</u>
Tar, mg	15.9	15.8
Nicotine, mg	1.06	1.17
Puffs/cigt.	8.9	8.5
C.RTD, in H <sub>2</sub> O	4.7	4.2
Dilution, %	10	25
CO, mg/cig	15	12
Filter RTD, in H <sub>2</sub> O	2.9	3.0
Filter Eff, %	48	41
Tow	3.4/46000	12/102000

Status: Awaiting cigarettes

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## Plans

### Consumer Testing

Lower RTD Tow  
High RTD Tow

POL vs Marlboro, Oct.  
VP vs Marlboro, Sept.

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