

Interoffice Memorandum

Scientific & Regulatory Affairs

*Product Stewardship &
Toxicology Assessment Division*

Subject: DORAL Improvement Consumer and
SPD Tests - CT3120

Date: April 14, 1999

To: Chuck D. Garner
Amy R. Brown
Alan D. Simmons

From: Deborah H. Pence

Summary: Product Stewardship & Toxicology Assessment (PSTA) recommends testing six prototypes (CT3120AA, AB, AC, AD, AE and AF) in a two-pack blind monadic consumer test with an ending base size of 300 participants. Mail-out will occur in two phases. Prototypes AB, AC, AD and AE will be mailed the week of April 12, 1999 to a competitive smoker group (Lights Non-menthol 100 branded savings smokers, 25-49 years of age - 4 cells). Once these results are received, prototypes AA and AF along with two prototypes that test best in the first mail-out will be mailed the week of May 12, 1999 to a franchise smoker group (DORAL Lights Non-menthol 100 smokers, 21+ years of age - 4 cells). PSTA also recommends conducting a SPD test of these same prototypes utilizing the internal descriptive panel. Approximately 30 smokers will smoke up to four sticks of each prototype over a period of one week.

These prototypes include two controls and four test prototypes with varying Part II level, G7 type, burley casing, and/or by-products. All of the blend components are standard, in use in manufacturing today.

This proposal does not need to be reviewed by the HRRC.

This recommendation does not constitute approval for any other consumer tests or market launch of these test prototypes without further review by Product Stewardship & Toxicology Assessment.

Background: Product Stewardship & Toxicology Assessment (PSTA) has been requested to review four DORAL experimental prototypes for a two-pack blind monadic consumer test and a SPD test. There are two control prototypes, DORAL Light 100 Soft Pack and Basic Light 100 Soft Pack. The test prototypes are based on DORAL Light 100 with varying Part II level, G7 type, burley casing, and/or by-products. The following six prototypes will be tested:

CT3120AA - DORAL Light 100 Soft Pack Control. This blend consists of 50.35% Part II (containing 22.5% CPL, 15% KPL, 30.5% TB5, and 32% G7-53), 6.25% total casing TCB-51, 12.9% GP1 shorts, 15% CRES, 15% G19-22 and 0.5% top dressing S-226.

CT3120AB - Test prototype with decreased G7 and TB5, increased CKPL, and G7-57 replacing G7-53. This blend consists of 50.35% Part II (containing 28.5% CPL, 19% KPL, 25.5% TB5, and 27% G7-57), 6.25% total casing TCB-51, 12.9% GP1 shorts, 15% CRES, 15% G19-22 and 0.5% top dressing S-226.

CT3120AC - Test prototype AB with burley casing. This blend consists of 54.10% Part II (containing 28.5% CPL, 19% KPL, 23.75% TB5, 25.25% G7-57, and 3.5% burley casing BCB-8.26), 2.5% total casing of B3W, 12.9% GP1 shorts, 15% CRES, 15% G19-22 and 0.5 % top dressing S-226.

CT3120AD - Test prototype AE with GP1 shorts, CRES and increased G19-22. This blend consists of 62.85% Part II (containing 37% CPL, 19% KPL, 17.25% TB5, 23.25% G7-57, and 3.5% burley casing BCB-8.26), 2.5% total casing of B3W, 12.9% GP1 shorts, 10% CRES, 10% G19-22 and 1.75% top dressing S-218.

CT3120AE - Savings version of Camel Light blend. This blend consists of 90.75% Part II (containing 37% CPL, 19% KPL, 17.25% TB5, 23.25% G7-57, and 3.5% burley casing BCB-8.26), 2.5% total casing of B3W, 5% G19-22, and 1.75% top dressing S-218.

CT3120AF - Basic Light 100 Soft Pack Control.

The non-tobacco materials are the same for all prototypes, and are current RJRT materials.

Mainstream smoke chemistry analyses of target compounds, including ammonia, nitrogen oxides, hydrogen cyanide, formaldehyde, acetaldehyde, acetone, acrolein, hydroquinone, catechol, phenol and cresol, were conducted for these prototypes. Hydroquinone and catechol for test prototypes AB (56.02 and 55.57 $\mu\text{g}/\text{cig}$), AC (57.07 and 55.68 $\mu\text{g}/\text{cig}$), AD (61.56 and 59.33 $\mu\text{g}/\text{cig}$) and AE (54.73 and 55.8 $\mu\text{g}/\text{cig}$) were just outside the ranges of these values for currently marketed cigarettes in the full flavor lights category (51.22 $\mu\text{g}/\text{cig}$ and 51.78 $\mu\text{g}/\text{cig}$, respectively). The 'tar' and carbon monoxide values for prototype AD fell within the ranges for currently marketed full flavor products, thus potentially explaining the increased phenol values for this prototype. All other values for the test prototypes were within the ranges for marketed products in the full-flavor lights category.

DORAL Improvement SPD and Consumer Tests - CT3120

Product Stewardship & Toxicology Assessment recommends testing these six prototypes (CT3120AA - AF) in a two-pack blind monadic consumer test with an ending base size of 300 participants. Mail-out will occur in two phases. Prototypes AB, AC, AD and AE will be mailed the week of April 12, 1999 to a competitive smoker group (Lights Non-menthol 100 branded savings smokers, 25-49 years of age - 4 cells). Once these results are received, prototypes AA and AF along with two prototypes that test best in the first mail-out will be mailed the week of May 12, 1999 to a franchise smoker group (DORAL Lights Non-menthol 100 smokers, 21+ years of age - 4 cells). PSTA also recommends conducting a SPD test of these same prototypes utilizing the internal descriptive panel. Approximately 30 smokers will smoke up to four sticks of each prototype over a period of one week.

This proposal does not need to be reviewed by the HRRC.

This recommendation does not constitute approval for any other consumer tests or market launch of these test prototypes without further review by Product Stewardship & Toxicology Assessment.

Cc: W.R. Cook
Kenny W. Smith
Robert L. Suber
Steven Kinsler
Donna L. Tuttle-Olm
File: DORAL Improvement