

SENSORY EVALUATION SECTIONTest Numbers 3665 and 3666BAT UK&E WokingCigarettes

Benson & Hedges Special Filter (France)) BAT (UK & E)
 John Player Special (General Trade)) Manufacture

Objective

To compare Benson & Hedges Special Filter with John Player Special for the OMEGA irritant sensations.

Procedure

A comparison of the OMEGA irritant sensations was carried out by ten panellists in a duplicated, paired-comparison test. All cigarettes were colour coded and the significance of any difference was assessed using the Wilcoxon matched pairs, signed-ranks test. Results are given in Table 1.

Table 1Benson & Hedges Special Filter (France)

-v-

John Player Special (General Trade)Panel Mean Scores

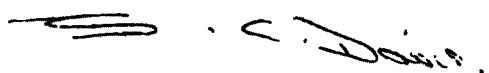
	Benson & Hedges Special Filter	-v- John Player Special
<u>OMEGA Irritant Sensations</u>		
Mouth Irritation	2.5	2.4
Throat Irritation	2.7	2.5
Nose Irritation	2.4	2.3
Impact	2.5	2.2

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Results and Conclusions

The results in Table 1 show that, on all parameters tested, John Player Special (GT) is seen as being slightly less irritant than Benson & Hedges Special Filter (France). However, all differences are small and it is likely that, on further testing, the direction of any difference would change.

It is therefore concluded that there are no statistically significant differences between these products on the parameters tested.


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