

JOB TO BE DONE (R&D)

MATERIALS DEVELOPMENT

Engineered Fillers

Lila - Reduced biological activity

- More socially acceptable cigarettes

- Enhanced flavor/smoking satisfaction

~~not a material~~ Reduced
Combustion
compounds

2, - Product cost control

Dave/Bill - Puff count control

Wrapping Materials

Dave - Low permeability/coated papers - Alan Pat

Brian - Aroma release systems

Dave - Puff count control

Dave. - Ignition Propensity

Filter Systems

Brian - Polymer/flavor systems

E.C. Jones {
- High draft / low efficiency
- STT
- Nicotine delivery

Packaging

- Flavor/moisture barriers

- Aroma release

Flavors/Aroma

- Smoke flavor

- Tobacco aroma/flavor

Brian/Bill - Extracts

Brian - Flavored Eng. Fillers

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