

From: deBethizy, Don
To: Iauco, Dave N.; Burger, Gary T.; Suber, Robert (Bob); Johnson, Michael O.
CC: O'Brien, J. Brice; Simmons, Melinda A.
BCC:
Primary Date: 7/19/1999 6:18:36 PM
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Subject: Eclipse Claims{F}

Attachments:

This looks fine to me. I am curious to hear what transpired to precipitate a change in the leader.

Don

-----Original Message-----

From: Iauco, Dave N.
Sent: Monday, July 19, 1999 10:07 AM
To: Burger, Gary T.; Suber, Robert (Bob); deBethizy, Don; Johnson, Michael O.
Cc: O'Brien, J. Brice; Simmons, Melinda A.
Subject: Eclipse Claims

As I have discussed with several of you we are still working on construction of Eclipse claims to most accurately reflect scientific findings. It's clear the cancer claim is well substantiated. Because test methods are less conclusive for COPDs, we are trying to find the best way to articulate our findings for the general smoker market. Below is my most recent try at a draft statement ... let me know what you think.

Eclipse may present less risk of cancer

R.J. Reynolds Tobacco Co. has spent more than a decade developing Eclipse, a cigarette that produces smoke by primarily heating - rather than burning - tobacco. In fact, because of this process the smoke is very different. Many of the compounds found in cigarette smoke that are suspected of contributing to the risk of cancer are substantially reduced in Eclipse compared to other cigarettes.

For several years, scientific tests comparing Eclipse to tobacco-burning cigarettes have been conducted. These tests consistently indicate that Eclipse may present less risk of cancer associated with smoking. Some tests also show that Eclipse produces less inflammation in the lung than other cigarettes, which might indicate lower risk of pulmonary diseases such as emphysema and chronic bronchitis. The results of many of these tests have been published in leading scientific journals.

Eclipse isn't perfect. It hasn't been shown to present less risk of all smoking related diseases (such as cardiovascular disease) - but it's clearly a step in the right direction. Of course, quitting still is - and always will be - the best way to reduce all of the health risks of smoking. And if you are pregnant or have cardiovascular disease then you should not smoke Eclipse or any other cigarette.

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