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To: • Mr. Chris Bolton
From: • Al Udow
Subject: • The chemistry of Kool and a recommendation.

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A widely held theory holds that most people smoke for the narcotic effect (relaxing, sedative) that comes from the nicotine. The "taste" comes from the "tar" (particulate matter) delivery. Although more people talk about "taste", it is likely that greater numbers smoke for the narcotic value that comes from the nicotine.

This may help account for Kool's success and may suggest a route for us to follow to capture some of Kool's business.

King-size Kool has the highest nicotine delivery of all the king-size cigarettes available today --menthol or non-menthol. (Data from the April 30, 1972 C.I. report.)

The 100mm Kool is not the highest in nicotine delivery, but the ratio of nicotine to tar puts it in a tie for top place.

This ties in with the information we have from focus group sessions and other sources that suggest that Kool is considered to be good for "after marijuana" to maintain the "high" or for mixing with marijuana, or "instead."

Bill Dunn, who set me off on this track, says that "natural" tobacco comes in the ratio of nicotine to tar of about .07, and that if we do not filter selectively, this ratio will hold in the finished product.

If one of the keys to Kool's success is the high nicotine delivery, or the high ratio of nicotine to tar, we should pursue this thought in developing a menthol entry.

Since the trend today is toward lower numbers, we might not want to develop a product with high nicotine, but we could work on a product with nicotine as high as Kool's but with lower tar, resulting in a high ratio. The lessened taste resulting from the lowered tar can be masked by high menthol or other flavors. Many menthol smokers say they are not looking for high tobacco taste anyway.

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