

Winston Select Flavor Filter (Winston EW)

FOR MEDIA INQUIRY ONLY

Technology Issues

What does the new filter on Winston Select do?

This new filter is designed to enhance flavor by selectively filtering several taste impurities that contribute to harshness. We developed this filter in response to requests from smokers who want a smoother, more flavorful cigarette.

Isn't this new filter just another way of manipulating nicotine levels?

No. Nicotine naturally occurs in the tobacco itself. We do not manipulate, "spike" or add nicotine to Winston Select or any other cigarettes that we manufacture. In fact, cigarettes would have much greater levels of both "tar" and nicotine if they did not go through the manufacturing process. In addition, "tar" and nicotine are reduced when smoke passes through cellulose filters of the type found on most cigarettes.

Doesn't this make Winston Select more of a mechanical device than a cigarette?

No. The only difference between this cigarette and others is that its filter removes taste impurities other filters leave behind. This results in a smooth, yet flavorful, taste.

How does this new filter work?

It is a two-stage filter that works much like a water purifier. In the first stage, the smoke travels through a specially designed carbon-filled paper filter that allows tobacco flavor through while trapping and removing many of the harsh impurities missed by ordinary filters. In the second stage, "tar" and nicotine are reduced when smoke continues through a cellulose filter of the type found on most other cigarettes.

What is in the Winston Select filter that is not in other filters?

The only additional component of this cigarette is a carbon-filled paper filter.

Does this filter reduce "tar" and nicotine levels?

The cellulose portion of the Flavor Filter reduces "tar" and nicotine in the same way they are reduced in most other cigarettes. Therefore, "tar" and nicotine levels in Winston Select are comparable to other styles of Winston.

Does Winston Select reduce second-hand smoke or have any of the benefits attributed to the new Eclipse product you are working on?

No. Winston Select with this new filter produces a smooth, yet flavorful, cigarette.

How is the filter in EW different than the charcoal filter in cigarettes currently on the market, e.g., Lark?

The unique, patented design of the Flavor Filter does a more effective job of removing harsh taste without producing an "off-taste" or altering the tobacco flavor smokers find enjoyable.

Exactly how does the Flavor Filter do this?

The smaller size of the carbon particles in the paper sheet increases the surface area of the carbon that comes in contact with the cigarette smoke. This increases the removal efficiency of this segment of the filter compared to charcoal filters that use granules of charcoal in their filters.

Is there anything in Winston Select that is not in other cigarettes?

Winston Select contains only ingredients on the FDA's GRAS (Generally Recognized As Safe in Foods) list and on the list of cigarette ingredients submitted by the tobacco industry to the Department of Health and Human Services for the last nine years.

Marketing Issues

Why did you develop this new filter?

We continually evaluate a wide variety of potential product improvements to meet the demands of smokers. As with most product improvements that reach the marketplace, this new filter was designed after talking with smokers about what they want in a cigarette. They told us that smooth flavor was important. We found that by reducing some of the taste impurities that can lead to harshness and bitterness, we could make a smoother tasting cigarette.

Why are you making this new filter available only on Winston?

Winston is our leading brand, and one that we have been working to improve for several years. The FlavorSeal wrap that dramatically improves freshness debuted on Winston, as have other product developments. It is logical that this filter improvement would be introduced on our flagship brand.

How do you know smokers want this?

Because they told us.

Isn't this just a gimmick to hook more unsuspecting smokers?

Not at all. This product was developed in response to smokers' requests. We hope that people already smoking competitive brands will try Winston Select and consider switching.

Who are you targeting with this new product?

We believe that Winston Select will be successful with adult smokers who want a cigarette with full flavor and consider smooth taste a priority.

Will this new filter increase the price of Winston Select?

Winston Select will continue to be priced competitively with other premium cigarette brands currently on the market.

What types of advertising will be used to introduce Winston Select?

Prior to Introduction -- That information is proprietary.

After Introduction -- We will use a traditional media plan that makes use of out of home, direct mail and retail advertising.

What agency are you using?

Coyne-Beahm, Inc. developed the new advertising for Winston Select and its new filter.

Aren't you concerned that this new product will cannibalize Winston?

Obviously, there may well be some Winston smokers who will switch to Winston Select. However, we do not foresee significant cannibalization of our current Winston franchise by Winston Select with this new filter. This is an alternative that offers smokers another choice.

Is there new packaging for Winston Select?

Yes. The packaging features the new Flavor Filter.

Smoker Health Issues

Is Winston Select with this new filter a safe/safer cigarette?

We are not making any health-related claims for Winston Select. The benefit is a smoother taste that is accomplished by removing taste impurities that contribute to harshness and aftertaste.

If studies by independent scientists prove that the smoke chemistry of Winston Select with this new filter is simpler, doesn't that make it a safer cigarette?

No. The Flavor Filter on Winston Select removes compounds to improve taste and reduce harshness, we simply don't know that it is a safer cigarette. We do know that Winston Select smokers will enjoy a smooth, flavorful cigarette.

Exactly what are these taste impurities that the new filter removes?

The compounds reduced by the Select Flavor Filter occur naturally when tobacco is burned. Specifically, they are :

Compounds

Percent Reduction

Acetaldehyde

Acrolein

Acetone

HCN

Benzene

Isoprene

Acrylonitrile

In addition, the Flavor Filter significantly reduces ammonia, carbon monoxide and two tobacco-specific nitrosamines.

What are the before and after quantities of these compounds in the mainstream smoke of Winston Select with and without the new filter?

Some of these compounds are class A carcinogens. Is Winston Select less likely to cause cancer because they are being reduced by this new filter?

We are not making that claim. The Flavor Filter on Winston Select removes compounds to improve taste and reduce harshness, we simply don't know that it is a safer cigarette. We do know that Winston Select smokers will enjoy a smooth, flavorful cigarette.

How do you know that this new product is not worse for smokers?

Winston Select with the new filter will have nothing in its smoke that is not present in other cigarettes. On the contrary, studies by RJR and independent labs prove that some compounds that occur naturally when tobacco is burned are substantially reduced.

Are "tar" and nicotine levels for Winston Select comparable with the new filter added?

Yes. "Tar" and nicotine levels are comparable to other cigarettes in the Winston family. However, the "tar" in Winston Select is different than other cigarettes because the Flavor Filter removes certain compounds that occur naturally when tobacco is burned.

Will the new filter make Winston Select less addictive?

The concept of addiction has been rendered meaningless by attempts to label virtually any enjoyable activity as addictive. The fact is that people can quit smoking if they really want to, and there's nothing different about Winston Select and its new filter in that regard.

Does Winston Select address the issue of filter fibers getting into the lungs of smokers?

The reports of cigarette filter fibers being inhaled by smokers are not accurate. The cellulose fibers in cigarette filters are far too large to be inhaled, in fact, about 10 times too large. In addition, Hoechst Celanese Corporation, one of the major manufacturers of cellulose acetate, reports there are no known adverse reactions to this compound, which is used to make blood filters.

Will you seek approval from the FDA for Winston Select with this new filter?

No. The FDA has no jurisdiction to regulate cigarettes.

**Will Winston Select with this new filter have any impact on ETS?
Is the exhaled mainstream smoke of Winston Select different
than the exhaled mainstream smoke of regular Winston?**

Media Response Statement (EW)

R.J. Reynolds Tobacco Company continually evaluates a wide variety of products and product improvements to satisfy the demands of smokers. The latest such improvement is our Winston Select Flavor Filter System.

The Flavor Filter produces smoother tobacco flavor by selectively filtering many of the naturally occurring impurities that cause harshness. The Flavor Filter works much like a two-stage water purifier. First, smoke travels through a patented filter that uses carbon-filled paper to trap and reduce taste impurities missed by ordinary filters.

In the second stage, "tar" and nicotine are reduced when smoke continues through a cellulose filter of the type found on most other cigarettes.

The result of this unique filtration system is a cigarette that delivers a smooth, yet flavorful, tobacco taste.

The Flavor Filter will be available in Oklahoma on all styles of Winston Select beginning April 3, 1995. Further distribution will be determined by the level of acceptance achieved in this test market.