## 2. Industry Research to Determine the Minimum and Maximum "Dose" of Nicotine Required by Consumers of Tobacco

The tobacco industry has focused extensive research efforts on methods to assay systemic nicotine absorption so that it may estimate nicotine doses obtained and required by smokers.<sup>293</sup> Tobacco company documents reveal that the primary purposes of these efforts are to better understand the relationship between nicotine dose and nicotine's pharmacological effects in smokers, and to establish the level of nicotine that must be provided in tobacco to produce these effects. Better knowledge of nicotine's dose-response effect in smokers results in a better understanding of how smokers respond to cigarettes with varying nicotine deliveries and how different doses of nicotine may affect smoker satisfaction.

As early as 1970, the tobacco industry had investigated and attempted to determine the

BATCO. Fate of Nicotine in the Body. 1963.

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Proceedings of the BATCO Group R&D Smoking Behaviour-Marketing Conference. Session I. July 9-12, 1984. Page 16 (slides).

See Ayres, note 172, supra.

BATCO Group R&D Nicotine Studies: A Second Report. Estimation of Whole Body Nicotine Dose by Urinary Nicotine and Cotinine Measurement. March 31, 1981. Page 3.

Proceedings of the BATCO Smoking Behaviour-Marketing Conference, Session I (1984):21, slide at p. BW-W2-03243; Session II (1984):21, slide at p. BW-W2-02406.

<sup>&</sup>lt;sup>293</sup> See e.g.: