daytime constant level by the first cigarette of the day.³⁰⁸ The conferees then speculated that there may be a maximum dose of nicotine and that after this dose is achieved smokers may use cigarettes for reasons other than obtaining nicotine:

A further question in this area was whether there is a maximum nicotine level in smokers and, when this has been achieved, does the smoker smoke for reasons other than to obtain nicotine?³⁰⁹

A paper presented at the 1977 BATCO International Smoking Behaviour Conference concluded that smokers adjust their smoking rate, depending on psychological factors and even diet, to maintain a certain body nicotine content.³¹⁰

Relying on plasma nicotine/cotinine measurements, a 1984 BATCO Nicotine Conference concluded that:

[such] measurements can give reliable estimates of the nicotine uptake by groups of smokers, and with suitable precautions, by an individual smoker. Many smokers appear to obtain 12-14 mg of nicotine per day from their cigarettes.³¹¹

A BATCO presentation from the 1984 BATCO Smoking Behaviour-Marketing

Conference entitled "Current Status and Future Direction of Smoking Behavior Research"

contains a discussion of whole body dose and whole body pharmacological properties of

nicotine in relation to smoking satisfaction.³¹² A chart accompanying the presentation plots a

³⁰⁸ Id. at p. BW-W2-02151.

³⁰⁹ Id. at p. BW-W2-02151.

³¹⁰ BATCO International Smoking Behaviour Conference. Chelwood Vachery, England. 1977. Page 2.

³¹¹ See BATCO Conference Outline, 1984, note 287, supra, at p. BW-W2-01977.

³¹² Proceedings of the BATCO Smoking Behaviour-Marketing Conference, Session I. Montreal, Canada. July 9-12, 1984. Page BW-W2-03236.