Dunn, a senior official at Philip Morris, research was underway to identify optimal nicotine levels for menthol cigarettes:

This study has a three stage design. The first stage is designed to identify those nicotine delivery levels which we might reasonably wish to consider for menthol cigarettes. Having identified these nicotine delivery levels, in stage 2 we will determine combinations of nicotine and menthol which make for optimal acceptability. And then in stage 3, cigarettes with these combinations will be tested against current brands of known quality and sales potential. 365a

Philip Morris was thus engaged in research in which nicotine delivery was systematically manipulated, independent of other tobacco variables.

Industry patents from various tobacco companies show that substantial research throughout the industry has been directed at developing methods for selectively increasing nicotine levels and the amount of nicotine delivered by tobacco products. BATCO documents show significant research efforts directed at increasing nicotine delivery. A 1978 BATCO R&D Conference included a discussion of the economic importance of increasing the proportion of nicotine that is actually delivered from the tobacco to the smoker during the consumption of the product:

^{365a} P.A. Eichorn and W.L. Dunn. Quarterly Report-Projects 1600 and 2302. October 5, 1972. In Cong Rec. H7649 (daily ed. July 25, 1995).

³⁶⁶ See, e.g.:

U.S. Patent No. 5,031,646 at C5:65-68 ("nicotine can be incorporated into the expansion solvents used to provide a volume expanded processed tobacco material having a high nicotine content").

U.S. Patent No. 4,676,259 at C2:30-33, 53-56 ("The present invention provides a nicotine-enhanced smoking device with a high nicotine release efficiency").

U.S. Patent No. 4,898,188 at C1:37-47 (utilizing supercritical extraction to transfer nicotine from high-nicotine tobacco to lower-nicotine tobaccos, thereby increasing the nicotine content of the latter).

U.S. Patent No. 5,065,775 (describing technology for modifying the nicotine content of tobacco filler, enabling a manufacturer to double the nicotine content of tobacco).