

appear to be a forthcoming demand for high nicotine tobaccos³⁸¹ in order to develop cigarettes that provide a higher nicotine to tar ratio.

A 1978 BATCO Group R&D Conference, which focused on product design issues, discussed several options for maintaining pharmacological satisfaction from low-tar cigarettes, including use of pharmacologically active nicotine substitutes:

Marketing opportunities will exist for cigarettes which are designed to replace the '1 mg cigarette.' Innovation on taste, tighter control of deliveries which may include a wider range of specified compounds, and improved control of the physical properties of the cigarette will obviously require attention. The pressure to retain smoking satisfaction may require more attention to be paid to the puff-by-puff delivery profile of the cigarette and perhaps the use of alternative active materials to augment or replace nicotine. [Emphasis added.]³⁸²

A 1979 BATCO R&D Policy Conference recommended continued research on aerosol growth, yet another means of reducing tar without simultaneously reducing nicotine:

Research on aerosol growth between inhalation and exhalation offers a way of reducing the retention of tar without at the same time reducing nicotine retention; this offers great potential to the Industry and should be continued.³⁸³

A report by Imperial Tobacco Ltd. also focused on the importance of developing low-yield cigarettes that address smokers' concerns about health, but that nevertheless provide the desired "physiological satisfaction":

A cigarette that delivers physiological satisfaction, yet is low in T & N, must

³⁸¹ BATCO Conference on Smoking and Behavior, Southampton, England. October 11, 1976. Page BW-W2-02311.

³⁸² Green SJ. Notes on Group Research & Development Conference. Sydney, Australia. March 1978. Page 3.

³⁸³ BATCO Notes on the R&D Policy Conference. Chewton Glen (February 10, 1979), Torquay (February 12-14, 1979). Page 4.