

**"Smoking is a habit of addiction."
Sir Charles Ellis, Science Advisor to the Board of Directors,
British-American Tobacco Co. (1962)
July 30, 1998**

Dear Colleague,

This is the second in a series of "dear colleagues" that quote from previously secret tobacco industry documents. These statements show that, while the industry consistently denied that nicotine is addictive, industry scientists and executives have known for decades about the addictive properties of nicotine. The documents also show that the industry scientists have long known that cigarettes are a "drug" that should be subject to FDA regulation.

1962: "Smoking is a habit of addiction."

(Report by Sir Charles Ellis, Science Advisor to the Board of Directors of British American Tobacco Co. (BATCo), the parent company of Brown & Williamson Tobacco Corp.)

1963: "Nicotine is addictive ... We are, then, in the business of selling nicotine, an addictive drug."

(Memorandum by Addison Yeaman, General Counsel of Brown and Williamson Tobacco Corp.)

1968: "A good part of the tobacco industry is concerned with the administration of nicotine to consumers."

(Memorandum by S.J. Green, BATCo Director of Research and BATCo Board Member)

1969: "We are of the conviction ... that the ultimate explanation for the perpetuated cigaret habit resides in the pharmacological effect of smoke upon the body of the smoker."

(Presentation by Helmut Wakeham, Philip Morris Vice President for Research and Development, to the Philip Morris Board of Directors)

1969: "[D]o we really want to tout cigarette smoke as a drug? It is, of course, but there are dangerous F.D.A. implications to having such conceptualization go beyond these walls."

(Memorandum to Helmut Wakeham, Philip Morris Vice President for Research and Development)

1972: "In a sense, the tobacco industry may be thought of as being a specialized, highly ritualized and stylized segment of the pharmaceutical industry. .. [A] tobacco product is, in essence, a vehicle for delivery of nicotine. ... Our Industry is... based upon design, manufacture and sale of attractive dosage forms of nicotine. (RJR Research Memorandum)

1972: "Think of the cigarette as a dispenser for a dose unit of nicotine."

(Philip Morris Research Report)

1978: "Very few consumers are aware of the effects of nicotine, i.e. its addictive nature and that nicotine is a poison."

(Memorandum by H.D. Steele, Brown & Williamson Brand Manager)

1978: "The strong addiction to cigarette[s] removes freedom of choice from many individuals."

(Report by S.J. Green, BATCo Director of Research and BATCo Board Member)

1980: "A cigarette as a `drug` administration system for public use has very very significant advantages. ... Other `drugs` such as marijuana, amphetamines, and alcohol are slower and may be mood dependent. ... Let us provide the exquisiteness, and hope that they, our consumers, continue to remain unsatisfied. All we would want then is a larger bag to carry the money to the bank." (BATCo Research Memorandum)

1980: "I believe the thing we sell most is nicotine."

(Memorandum by T.S. Osdene, Philip Morris Director of Research, to R.B. Seligman, Philip Morris Vice President for Research and Development)

1984: "Taken together, the evidence suggests that self-administration of nicotine may be the primary motivation for smoking. ... Primarily, nicotine is taken for its effects on the CNS [central nervous system]."

(BATCo Research Report)

1990: "[T]here are optimal cigarette nicotine deliveries for producing the most favorable physiological and behavioral responses."

(Philip Morris Research Memorandum)

1992: "Nicotine...is a physiologically active...substance.... The nicotine alters the state of the smoker by becoming a neurotransmitter and a stimulant."

(Philip Morris Research Report)

1994: "Of course it's addictive. That's why you smoke."

(Statement of F.R. Johnson, former RJR CEO)

Sincerely,

HENRY A. WAXMAN
Member of Congress

