

UPf 10/23 1046 us-smokelessholder

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(UPI Focus)

Philip Morris tests smokeless holder

NEW YORK, Oct. 23 (UPI) -- Philip Morris Companies is planning to test a cigarette holder that eliminates smoke and ashes from the end of a cigarette.

The New York Times reports that the battery-powered "smoking system" is the first of its kind and cost \$200 million to develop after years of research.

The Times says the beeper-sized, four-ounce box tentatively called the "Accord" contains an electronically controlled lighter that runs on rechargeable batteries.

The tobacco burns only when puffed, which means smokers could take a puff from a cigarette in its holder, put it down and inhale again an hour later.

The device would, in theory, eliminate 90 percent of second-hand smoke, but smokers would still inhale the same 3 milligrams of tar and .2 milligrams of nicotine that is in so-called "ultralight" cigarettes.

Critics say the device demonstrates the lengths the tobacco industry will go to make a dangerous addiction more socially acceptable.

The device will be made available over the next month to smokers in controlled tests in the U.S. and Japan. It will not be made commercially available in test markets for at least a year.

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