

7/7/86

DEFINITIONS FOR NON-MENTHOL DIAGNOSTIC I PANEL

UNLIT CIGARETTE

Evaluate the aroma term before lighting the cigarette.

ADDED FLAVOR AROMA
(slight-extreme)

Intensity of any added flavor aroma which is non-tobacco.

LIT CIGARETTE

Begin evaluating after the third puff.

EASE of LIGHTING
(easy-difficult)

Measurement of difficulty in fully lighting the product.

BURNT CARDBOARD
(aroma when exhaling
through the nose;
slight-extreme)

Intensity of the smell of cardboard paper burning; noticeable on the first few puffs. Musty, burnt, cellulosic smell; like cardboard paper burning, but with the irritation (i.e. nasal sting) removed from the smell.

THROAT HARSHNESS I
(slight-extreme)

Intensity of the scratchy, raw feeling in the throat during the first few puffs. Would include sting, irritation, and burning sensations.

TOBACCO
(slight-extreme)

Intensity of traditional tobacco taste or cigarette smoke taste perceived from the burning of flue-cured, burley, or turkish tobaccos. Traditional tobacco taste, regardless of the type of tobacco.

THROAT IMPACT
(Inhalers only;
slight-extreme)

Intensity of the punch in the back of the throat felt immediately upon inhaling. Non-inhalers would not evaluate this dimension.

FRUITY
(slight-extreme)

Intensity of light, sweet flavor associated with fruit cocktail. Includes dried fruit, especially raisins and dates. Sweet perceptions would fall under this attribute.