

A Report From Philip Morris

RICHMOND RESEARCH TEAM
DISCOVERS
'ENRICHED FLAVOR'

MERIT TASTE SECRET FOUND BY ISOLATING "KEY" FLAVOR INGREDIENTS
IN CIGARETTE SMOKE THEN ADDING THEM TO TOBACCO

In Richmond Virginia there's an eight-story building that houses the main Research Facility for Philip Morris.

Around the company they call it the Tower. It's here that pure research in tobacco yielded what might be the most significant smoking advance since the filter.

It's called 'Enriched Flavor'. It comes in the tobacco of a new kind of low tar cigarette.

Merit.

Only 9 mg. of tar. Yet with "high tar" flavor.

If you smoke a low tar cigarette now -- or are looking to find one you can switch to and stick with -- you'll be interested.

'Enriched Flavor' Succeeds
Where Filters Fail

Like every other cigarette maker, Philip Morris was trying to design a special low tar filter that would somehow filter out tar but not taste.

After countless efforts, we had achieved what every other cigarette maker had achieved: marginal results.

The lower the tar, the lower the taste.

So we had our research scientists focus on the business end of smoking. The tobacco end.

What they accomplished was more than we ever expected.

They isolated the "key" flavor ingredients of tobacco as they exist in cigarette smoke. By charting and rating each one (there are more than 2300) as to its flavor-producing ability as well as its tar contribution, they were able to select only those of highest flavor quality and lowest tar delivery.

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