

intro

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KOOL Super Lites

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This confirms our discussion that product activities for KOOL Super Lites should encompass the development of both 84mm and 96mm products. Both products should have significantly less menthol than their KOOL analogues. This level should be sufficiently different to be perceptible to the consumer in keeping with the "milder" strategy of the products. Further, it is basic to their positioning that both styles yield single digit 'tar' numbers. It should be extremely helpful if both could have the same 'tar' yield for economies in copy platform development.

Please let me know if you have any questions on this matter.

F. E. McK.