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MAR 1974

'Wood' smokes

A "no nicotine" cigarette made with a tobacco substitute developed by the Celanese Corporation in Charlotte, North Carolina, may be marketed in Britain as early as next year, the firm said today.

Two British cigarette manufacturers, Carreras — Rothmans and Gallaher, have made a five-year agreement with Celanese to purchase the "synthetic tobacco" Cytrel and carry out further research.

Carreras makes Rothmans, Piccadilly and Guards cigarettes and Gallaher makes Benson and Hedges and Senior Service. A Celanese spokesman, Mr. James Allen, said Cytrel was a fibre product with a cellulose base, made primarily from wood pulp.

He said Cytrel contained no nicotine and had ten levels of tar in leading cigarettes.

Mr. Allen said Celanese was on to start building a plant in the US to make Cytrel. The company had spent over \$100m in the last 18 years developing Cytrel.

INTERNATIONAL PRESS-CUTTING BUREAU
1, Knightsbridge Green, London, S.W.1

Extract from
Shropshire Star, Wellington
F 1 APR 1974

No-nicotine cigarette deal for Britain

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DAVID HUNT
The Star, Sheffield

'No nicotine' cigarette next year?

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INTERNATIONAL PRESS-CUTTING BUREAU
1, Knightsbridge Green, London, S.W.1

Extract from
Swindon Evening Advertiser,
Wiltshire
30 MAR 1974

'Safe' cigarette

A "no nicotine" cigarette made with a tobacco substitute developed by the Celanese Corporation in Charlotte, North Carolina, may be marketed in Britain as early as next year, the firm said today.

INTERNATIONAL PRESS-CUTTING BUREAU
1, Knightsbridge Green, London, S.W.1

Extract from
Cambridge Evening News
30 MAR 1974

'No nicotine' cigarette soon

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Two British cigarette manufacturers, Carreras (Rothmans) and Gallaher (Benson and Hedges and Senior Service), have made a five-year agreement with Celanese to purchase the "synthetic tobacco" Cytrel and carry out further research.—A.P.

INTERNATIONAL PRESS-CUTTING BUREAU
1, Knightsbridge Green, London, S.W.1

Extract from
Northern Despatch, Darlington
30 MAR 1974

No nicotine

A NICOTINE-FREE cigarette made with a tobacco substitute developed by the Celanese Corporation in America, may be marketed in Britain by next year the firm said.

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DAVID HUNT
The Star, Sheffield

-1 APR 1974

No-nicotine cig for UK 'next year'

A "NO NICOTINE" cigarette made with a tobacco substitute developed by the Celanese Corporation in Charlotte, North Carolina, may be marketed in Britain as early as next year the firm said today.

INTERNATIONAL PRESS-CUTTING BUREAU
1, Knightsbridge Green, London, S.W.1

Extract from
Manchester Evening News

30 MAR 1974

Cigarette with no nicotine

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INTERNATIONAL PRESS-CUTTING BUREAU
1, Knightsbridge Green, London, S.W.1

Extract from
Gloucester Citizen

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30 MAR 1974

'Safe' smoke next year?

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