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The Honorable Robert Pitofsky
Chairman
Federal Trade Commission
600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Dear Mr. Pitofsky

COUNCILS

The Society for Research on Nicotine and Tobacco would again suggest to the FTC the need for and urgency to regulate the advertising and marketing of Eclipse and other products that claim or infer to reduce exposure to tobacco toxins. Enclosed is a copy of our prior letter on this matter.

We are reiterating this request for two reasons. First, the recent findings of the National Academy of Science's Institute of Medicine report, "Clearing the Smoke." This report summarized research around Eclipse and Eclipse-like products and concluded that such products "have not yet been evaluated comprehensively enough . . . to provide a scientific basis for concluding they are associated with a reduced risk of disease" and "the net impact on the health of the population as a whole [of Eclipse-like products] could, in fact, be negative."

Second, since we last wrote even more reduced risk products have been either marketed or are in development. Star Scientific has marketed a new cigarette it claims has reduced carcinogens "Vantage", Philip Morris has introduced a "reduced smoke" product (Accord) and Brown and Williamson and Vector Group are developing reduced risk cigarettes.

All this activity in the last few months clearly indicates that this type of deceptive advertising will continue. We believe this substantial enough to be in clear violation of Section 5 of the FTC act. We urgently need the FTC to take a stand about regulation of these products before its credibility is seriously questioned.

Sincerely

John R. Hughes, M.D.
Chair, Policy Committee
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