

# British American Tobacco's Approach to Evaluating Reduced Risk Tobacco Products

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LSRO meeting. Evaluating the Scientific Evidence for Reduced Risk Tobacco  
Products, 27th April 2005

# Evaluating the hierarchy of Reduced Risk Products

Reduced Risk Products

RRPs

Potentially Reduced Risk Products

PRRPs

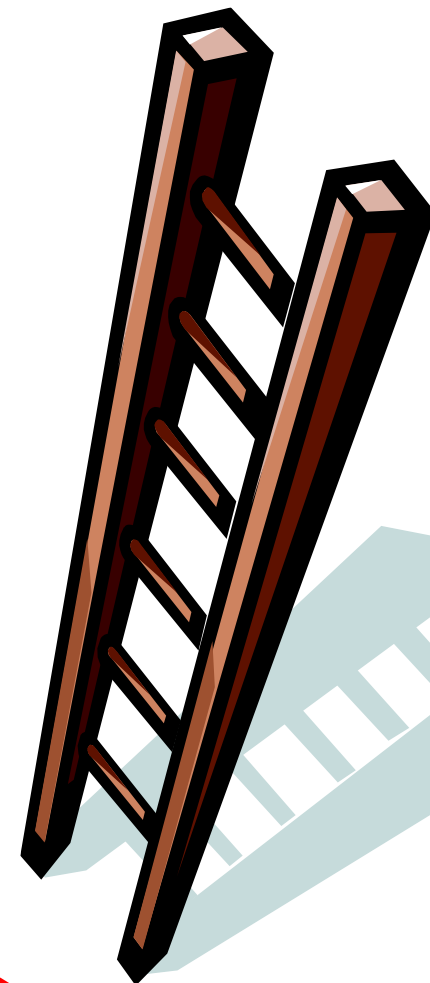
Reduced Exposure Products

REPs

Potentially Reduced Exposure Products

PREPs

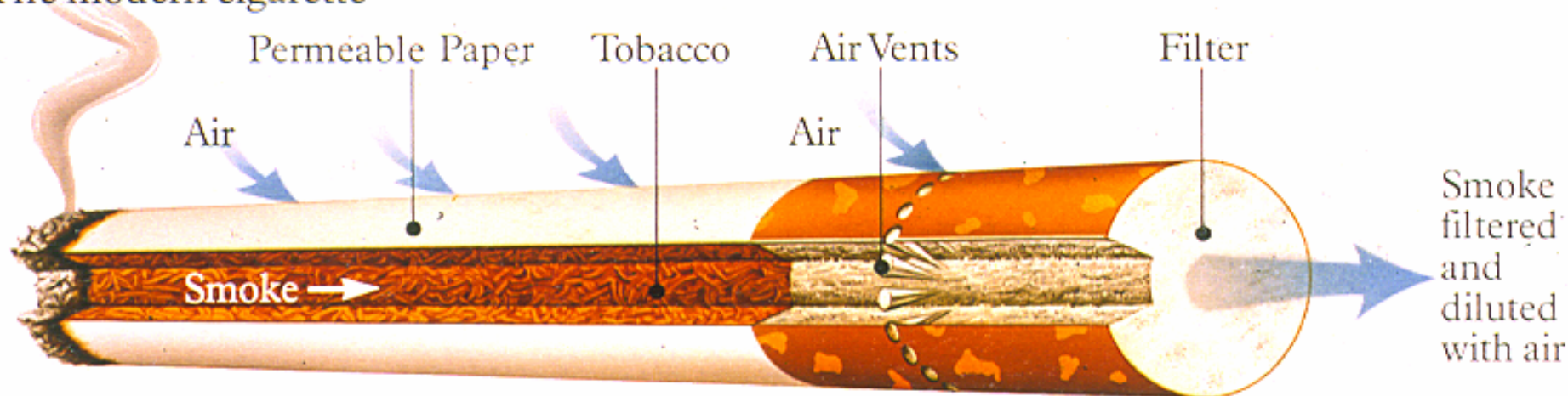
Existing Products (including 'Low Tar')



# Evaluating Lower Tar Products;

*Are consumers of lower tar products 'exposed' to less tar/smoke than from higher tar products?*

The modern cigarette



# Evaluating the hierarchy of Reduced Risk Products

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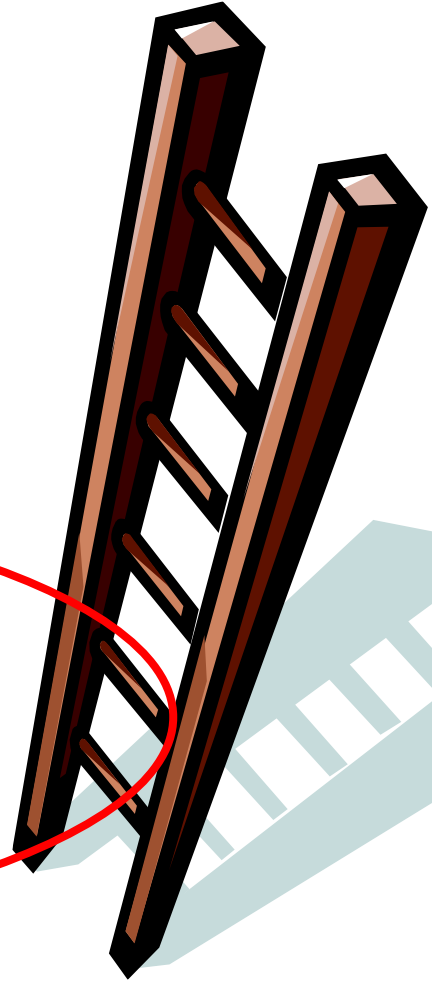
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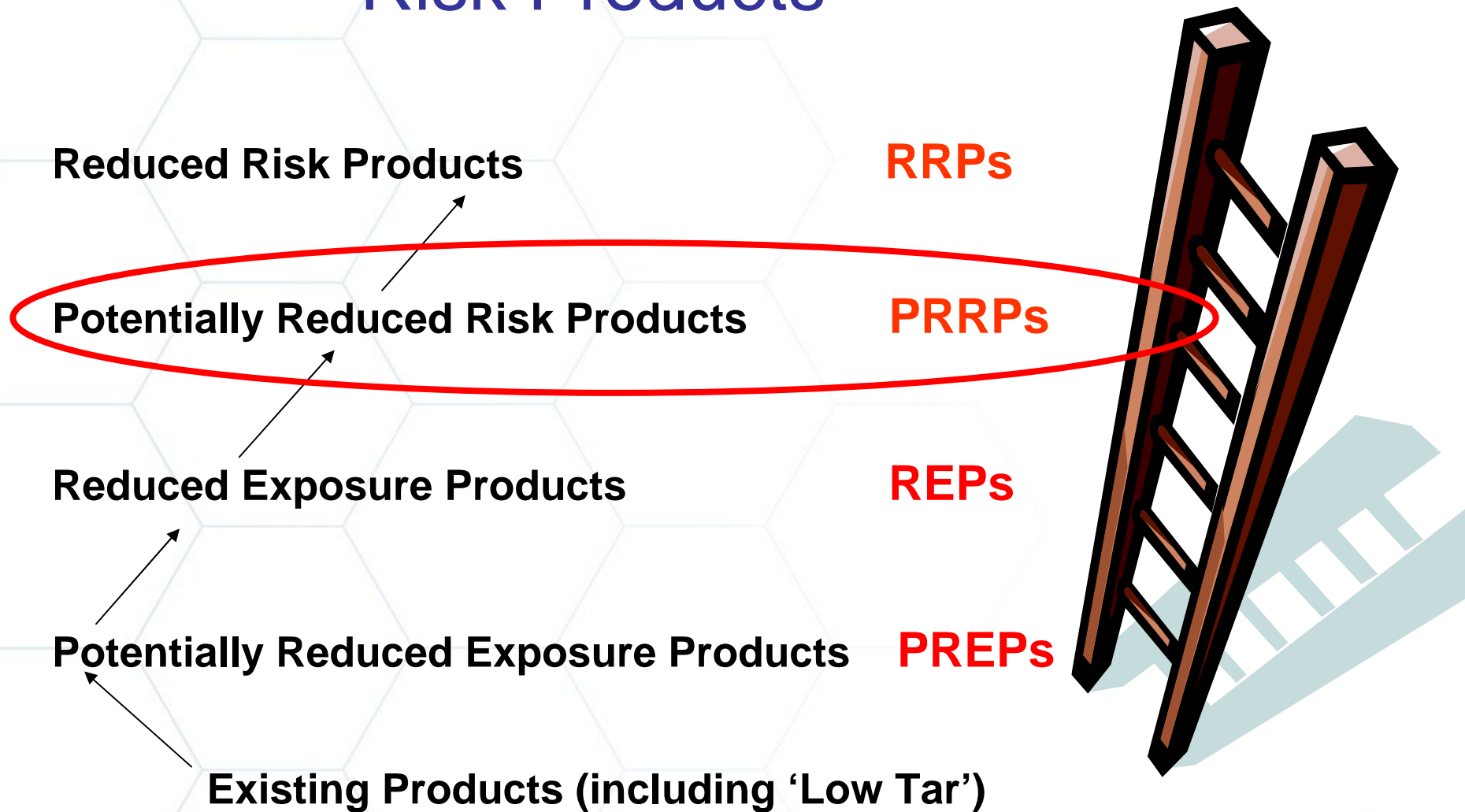


# Evaluating PREPs

***PREP - A product that potentially results in a substantial reduced exposure to tobacco toxins regarded as playing an important role in smoking and health***

**PREPs should be compared to a benchmark reference product. To qualify as a REP the reduction in exposure achieved should be demonstrable in 'real world use'.**

# Evaluating the hierarchy of Reduced Risk Products



# Building the foundation for evaluating PRRPs

***PRRP - A product likely to reduce  
risks of disease based on  
“predictive” tests***

**Must demonstrate relevance for disease endpoints. But  
historic toxicological models cannot do this alone**

# Evaluating the hierarchy of Reduced Risk Products

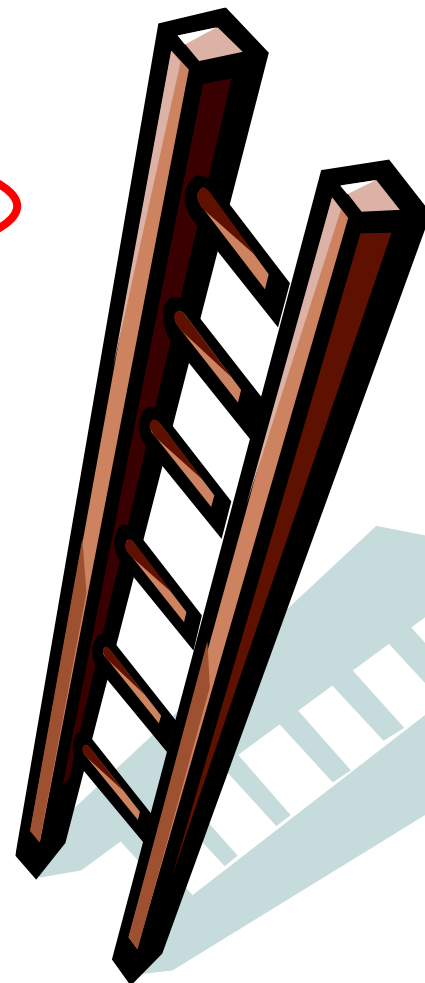
**Reduced Risk Products** **RRPs**

**Potentially Reduced Risk Products** **PRRPs**

**Reduced Exposure Products** **REPs**

**Potentially Reduced Exposure Products** **PREPs**

**Existing Products (including 'Low Tar')**





# Swedish Snus – A safer tobacco product

- ‘Low-nitrosamine smokeless products at least 90% safer than smoking’<sup>1</sup>
- Shown NOT to be a cause of oral cancer<sup>2,3</sup>
- Consumer and socially acceptable alternative to smoking
- Evidence emerging in Sweden suggests it is NOT a gateway to tobacco use<sup>4</sup>

1. NCI funded panel: *Cancer Epidemiol Biom Prev*, December 2004
2. F. Lewin et al. *Cancer* 82: 1367-1375, 1998
3. E.B. Schildt et al. *Int J Cancer* 77: 341-346, 1998
4. B. Rodu et al, *Journal of Internal Medicine* 252: 398-404, 2002



# The case for open scientific engagement in evaluating reduced risk products

Reduced Risk Products

RRPs

***The idea is to try to give all the information to help others to judge the value of your contribution; not just the information that leads to judgment in one particular direction or another.***

Existing Products (including 'Low Tar')

**Richard Feynman**