

PHILIP MORRIS U. S. A.
INTER-OFFICE CORRESPONDENCE
RICHMOND, VIRGINIA

RECEIVED

SEP 9 1985

FRANK E. RESNIK

To: . Mr. F. E. Resnik
From: . A. J. Kay, Jr.
Subject: . Dow Nicorette

Date: September 6, 1985

Attached are excerpts from our rather lengthy file on the subject of the marketing of Nicorette by Dow. The file indicates the ongoing efforts to "tone down" the marketing strategies of Nicorette.

I believe we have made some progress, but it still remains irritating that a subsidiary of one of our suppliers continues to sell a product that directly impacts on the sale of our product. We feel that we do need Dow as a supplier of humectants and that it would be more expeditious to have influence on Dow in this matter as a customer.

You mentioned that you may take action on your own such as a letter to Dow expressing your displeasure with events. Most of our discussions with Dow have been over a conference table and not correspondence. If you will recall some time ago, Dow requested an audience with you and the decision was to keep it at a lower level.

After you have reviewed the file, it may be better to have a top level discussion in New York. Please advise.

AJK/jw

cc: W. J. Campbell
M. A. Serrano



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