

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

To: . FILE Date: January 22, 1985  
From: . R. D. Latshaw  
Subject: . JANUARY 18 CONFERENCE CALL WITH ANDREW BUTLER, DOW CHEMICAL, A. J. KAY, JR.,  
R. D. LATSHAW

Butler called to respond to our concerns regarding Dow's support of the National Interagency Council on Smoking and Health voiced in A. J. Kay, Jr's December 17th letter.

Following our October 23rd meeting with Butler and Dave Sharrock (President, Merrell Dow Pharmaceuticals), Sharrock reviewed Merrell's funding of various health related groups to insure Dow was not supporting purely anti-industry associations. Based on the review, Dow has ceased all further donations to NICSH. Dow contributed to NICSH in '83 and '84 because the Council was research oriented at its inception, but NICSH has drifted towards being purely anti-smoking. Support has been withdrawn from other organizations such as the Non-Smoking Generation.

Dow's Corporate Affairs Department also reviewed activities with senior management to assure that the company had no anti-cigarette industry programs or policies at a corporate level.

Butler stated the Nicorette theme to be "if you want to quit smoking, we have a product". He perceived Nicorette to be a competing product which is treated as such by Dow. Dow has no policy or dictate against the cigarette industry.

As was indicated in our October 23rd meetings, Merrell has started advertising Nicorette in monthly publications such as Business Week and Time. This change in promotional strategy is prompted by Merrell's introduction of a new drug which is being pushed at the physician level by the sales force, who were formerly promoting Nicorette. Joe Bujold, Dow's corporate Account Manager in Richmond, has been invited to Merrell's Cincinnati headquarters in February to review and comment upon the new ad campaign. We indicated displeasure with the ads.

RDL/lwk

cc: F. W. Forsmark  
W. B. Harris, Jr.

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