

1 August 1991

Mr Michael Bungey
BSB Dorland Ltd
121 - 141 Westbourne Terrace
London
W2 6JR

Dear Michael

I have now had an opportunity to give further thought to your advice that your agency is considering acting for the manufacturers of *Nicorette*.

I believe it is a matter which we should discuss with you further as it is a product aimed solely at a reduction in cigarette smoking.

It is worth noting that the packaging in the UK features prominently the words "HELPS YOU GIVE UP SMOKING" on all faces of the packet. The literature inside the packet describes the product as "the *Nicorette* quit system".

The marketing thrust, both here and abroad, also takes a similar anti-smoking line.

In view of this situation, I believe it would be useful to meet again to resolve the matter.

Kind regards,

Barry D Bramley

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