



Press Release

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FILTRONA SCIENTIFIC SERVICES TO SHARE ITS KNOWLEDGE ON THE POTENTIAL FOR HARM REDUCTION IN CIGARETTES AT TABEXPO 2011

Filtrona Scientific Services, part of Filtrona plc, will share its latest research into the potential for harm reduction in cigarettes at TABEXPO 2011, taking place in Prague this November. On 15th November Dr Mike Taylor, Director of Scientific Development at Filtrona Scientific Services, will present a paper on this critical issue and explore questions on how harm reduction can be achieved in the cigarettes of the future.

At present there is no clear definition on what constitutes a 'reduced harm' cigarette, with scientific opinion divided. In his presentation Dr Taylor will begin by examining what constitutes a harmful compound, before moving on to examining current scientific opinion on how harmful compounds in cigarettes and smoke can be reduced. Methods for the reduction of tar and other constituents of smoke in cigarettes will be explored in depth, including an analysis of the three main methods for yield reduction.

Dr Taylor will also highlight the importance of filters in reducing harmful compounds in cigarettes. This will include an assessment of the role of multi-segment filters in improving filtration. In addition a comparison of granular absorbents, such as carbon, ion exchange resins and silica gel will be provided.

For information on TABEXPO 2011 please visit www.tabexpo.org

- Ends -

**Editor's notes:****Filtrona Scientific Services**

Filtrona Scientific Services, part of Filtrona plc, is a world leading, internationally accredited (ISO 17025) laboratory specialising in the field of tobacco science. Operating independently, Filtrona Scientific Services offers a wide range of commercial tests, including tobacco, smoke and filter testing to meet product development and regulatory needs for companies working in the tobacco industry.

With its strong team of highly knowledgeable and experienced scientists and representatives across the globe, Filtrona Scientific Services works closely with its customers to understand their needs and deliver world class service and results. Tobacco is a commodity with fascinating complexity, and Filtrona Scientific Services is on hand to provide its customers with a higher level of understanding.

To find out more about Filtrona Scientific Services, its services and diverse range of tobacco testing, visit the dedicated website at www.filtronafilters.com/scientificservices

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