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August 12, 2002

VIA HAND DELIVERY

The Honorable Donald S. Clark
 Secretary
 Federal Trade Commission
 600 Pennsylvania Avenue, NW
 Washington, D.C. 20580

Re: U.S. Smokeless Tobacco Company's Request for Advisory Opinion

Dear Secretary Clark:

I am writing on behalf of U.S. Smokeless Tobacco Company ("USSTC") to withdraw its February 5, 2002 request that the Commission issue an advisory opinion regarding the acceptability of communicating in advertising that smokeless tobacco products are a significantly reduced risk alternative as compared to cigarette smoking. USSTC is withdrawing its request at this time so that it will have the opportunity to provide for the Commission's consideration information on the proceedings of two very important upcoming scientific conferences which will include public debate directly relevant to USSTC's request.

On September 22-25, 2002, the Centers for Disease Control, the National Cancer Institute, and the Stockholm Centre of Public Health, Centre for Tobacco Prevention, are sponsoring the 3rd *International Conference on Smokeless Tobacco: Advancing Science & Protecting Public Health*, in Stockholm, Sweden. The conference will bring together leading experts on smokeless tobacco, and will feature a session on tobacco harm reduction. Similarly, the 4th *European Conference of the Society for Research on Nicotine and Tobacco* will be held on October 3-5, 2002 in Santander, Spain. This conference also will include discussion and presentations of research findings on current scientific issues relating to smokeless tobacco, including harm reduction. The agenda for each conference is attached hereto.

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The Honorable Donald S. Clark
August 12, 2002
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Please feel free to contact me at (202) 508-6025, or Dana Rosenfeld at (202)508-6032, if you have any questions concerning this letter.

Sincerely yours,

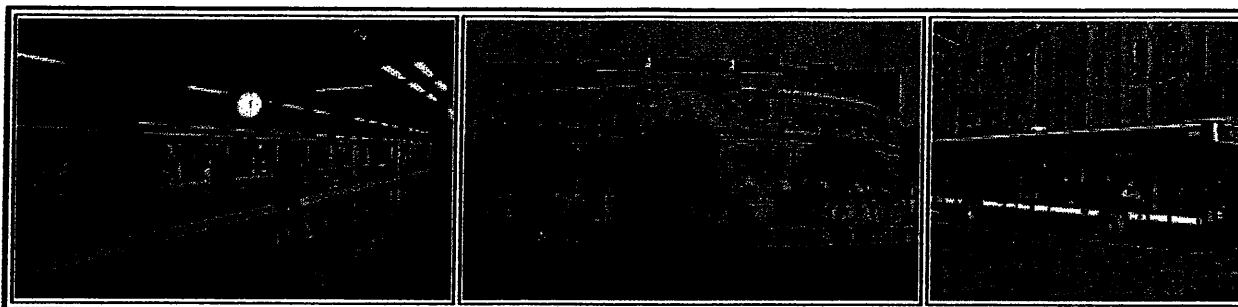
A handwritten signature in cursive script that reads "Daniel Schwartz" followed by a stylized flourish.

Daniel C. Schwartz

Attachment

cc: Chairman Timothy J. Muris
Commissioner Sheila F. Anthony
Commissioner Thomas B. Leary
Commissioner Orson Swindle
Commissioner Mozelle W. Thompson

J. Howard Beales, III, Director, Bureau of Consumer Protection
C. Lee Peeler, Deputy Director, Bureau of Consumer Protection
Gerard Butters, Assistant Director, Bureau of Economics
Joseph Mulholland, Bureau of Economics
Heather Hipsley, Acting Associate Director, Division of Advertising Practices
Thomas Pahl, Assistant Director, Division of Advertising Practices
Michael Ostheimer, Division of Advertising Practices



Welcome
to the
**3rd International Conference on Smokeless Tobacco
Advancing Science & Protecting Public Health.**

September 22-25, 2002

About the Conference

Full Agenda

Agenda-At-A-Glance

Online Registration

Abstract Submission

Abstract Submission has closed. Applicants will be notified of their status by July 31, 2002.

Logistics

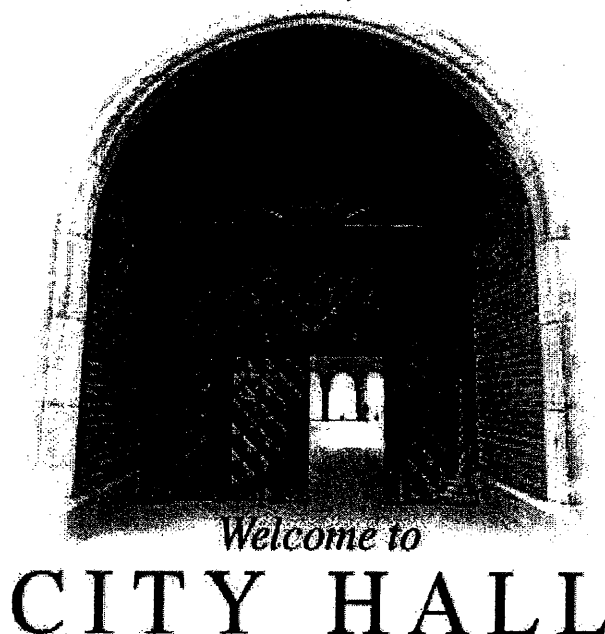
Scholarship Opportunities

Scholarship Opportunities are closed. Applicants will be notified of their status by July 31, 2002.

Conference Fact Sheet

We invite you to browse through your areas of interest for further information regarding the conference.

Stockholm, Sweden



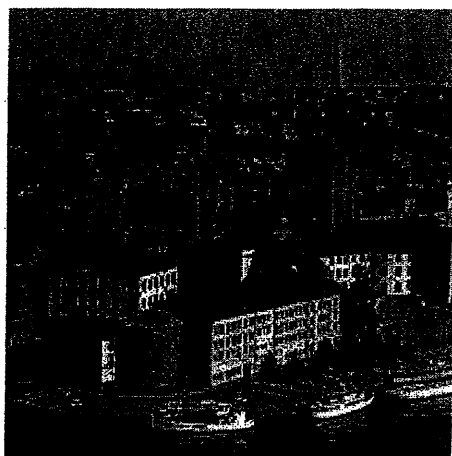
The 3rd International Conference on Smokeless Tobacco, September 22-25, 2002 in Stockholm, Sweden, is an open, public meet

**Information on this website will be updated frequently.
Please check back often for more information.**



**Stockholm Centre of Public Health
*Centre for Tobacco Prevention***

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Preliminary Agenda

**This page is under construction.
Please check back for complete information.**

Topics, speakers, and times are subject to change without notice.

Sunday, September 22, 2002

1300 hrs (1:00 p.m.) **Registration/Exhibits** **Mark Adams**

1800 hrs (6:00 p.m.) **Informal Icebreaker Social** **Hans Gilljam**

Exhibits **Venue**

Monday, September 23, 2002

0830 hrs (8:30 a.m.) **Introductions** **Hans Gilljam**
Lorna English
Scott Leischow

Keynote Address **Lars Engqvist**
Swedish Minister of Health

Outline of Conference **Michelle Roland**
Cathy Backinger

0930 hrs (9:30 a.m.) **Break**

1000 hrs (10:00 a.m.) **Global Perspective of
Smokeless Tobacco (ST)
Use**

Moderator: **Prakash Gupta (India)**

European Experience **Seppo Wickholm (Sweden)**

	Migrant Populations	
	Discussant:	Saman Warnakulasuriya (UK)
1200 hrs (12 noon)	Buffet Lunch Poster Session/Exhibits	Venue
1330 hrs (1:30 p.m.)	Smokeless Tobacco Addictions	
	Moderator:	Karl-Olov Fagerstrom (Sweden), Jack Henningfield (USA)
	Dynamics of Nicotine Addictions	
	Addiction at the Micro Level	Torgny Svensson (Sweden)
	Determinants for Uptake of ST	Rosaria Galanti (Sweden)
	Nicotine Safety and Toxicity	Bo Soderpalm (Sweden)
	Discussant:	Bill Corrigan (USA)
1500 hrs (3:00 p.m.)	Break	
1530 hrs (3:30 p.m.)	Health Effects of Smokeless Tobacco Use	
	Moderator:	Newell Johnson (UK) Olof Nyren (Sweden) Gunilla Bolinder (Sweden) Sreevidya Ramakrishnan (India)
	Neoplasms and Cancer Cardiovascular Diseases Pregnancy and Reproductive Outcomes	
	Oral Health Effects Diabetes	Maria Teresa Canto (USA) Claes-Goran Ostenson (Sweden)
	Discussant:	Deborah Winn (USA)

1700 hrs (5:00 p.m.) **Recess**

Evening

**Stockholm City Hall:
Reception and Buffet**

**Bjorn Klinge (Sweden)
Professor, Karolinska Institutet**

Tuesday, September 24, 2002

0830 hrs (8:30 a.m.) **Worldwide Marketing of
Smokeless Tobacco** **Michelle Roland (USA)**

**Industry Marketing and
Public Perceptions**

Moderator:

Orjan Akerberg (Sweden)

Swedish Snus

Paul Nordgren (Sweden)

India

Surendra Shastri (India)

United States

Alan Blum (USA)

Traditional Products versus
Tobacco Industry Products

Ali Idris (Sudan)

Discussant:

Greg Connolly (USA)

1000 hrs (10:00 a.m.) **Break**

1030 hrs (10:30 a.m.) **Concurrent Sessions:**

I. Smokeless Tobacco and
Youth GYTS

Wick Warren (USA)

II. Submitted Oral
Presentations

III. Submitted Oral
Presentations

IV. Submitted Oral
Presentations

- 1200 hrs (12 noon) **Lunch**
Exhibits and Poster Session
- 1330 hrs (1:30 p.m.) **Regional and Global
Policy Interventions**
- Moderator: **Anja Ainamo (Finland)**
EU Directive
- Irish Legislative Precedent **Bernard McCartan (Ireland)**
- Framework Convention
(FCTC) **Vera Luiza da Costa e Silva
(WHO)**
- Case report: USST and
the FTC **Judith Wilkenfeld (USA)**
- Discussant: **Mitch Zeller (USA)**
- 1500 hrs (3:00 p.m.) **Break**
- 1530 hrs (3:30 p.m.) **Smokeless Tobacco
Cessation**
- Moderator: **Peggy Walsh (USA)**
Economic Interventions **Frank Chaloupka (USA)**
- Pharmacotherapy **Elbert D. Glover (USA)**
- Adult Cessation **Herb Severson (USA)**
- Youth Cessation **Aira Lahtinen (Finland)**
- Telephone Interventions **Asgeir R. Helgason (Sweden)**
- Discussants:

1700 hrs (5:00 p.m.) **Recess**

Evening **Stockholm Tobacco
Museum Tour and Dinner
at the Wasa Museum**

Wednesday, September 25, 2002

0830 hrs (8:30 a.m.) **Smokeless Tobacco
Products Chemistry and
Constituents**

Moderator: **Mirjana Djordjevic (USA)**

Overview **Mirjana Djordjevic (USA)**

Snus and Toombak **Ali Idris (Sudan)**

Smokeless Tobacco in India **Prakash Gupta (India)**

New ST Products **Jack Henningfield (USA)**

Carcinogenicity of ST **Joseph Guttenplan (USA)**

Discussant: **Jack Henningfield (USA)**

1000 hrs (10:00 a.m.) **Break**

1030 hrs (10:30 a.m.) **Reducing Risk/Harm?
Science, Ethics, and
Public Health**

Moderator: **Harri Vainio (France)
Deborah Winn (USA)**

	Snus versus Other Forms of ST	Scott Tomar (USA)
	ST as a Substitution for Smoking	Lynn Kozlowski (USA) Greg Connolly (USA) Lars Ramstrom (Sweden)
	ST as Cessation for Smoking	Dorothy Hatsukami (USA)
1200 hrs (12 noon)	Lunch (on one's own)	
1330 hrs (1:30 p.m.)	Discussants to Reducing Risk/Harm Presentations	
	Moderator:	Scott Leischow (USA)
		Prakash Gupta (India) Gunilla Bolinder (Sweden)
	Discussion	
1500 hrs (3:00 p.m.)	Closing Remarks	Robert Mecklenburg (USA)
1530 hrs (3:30 p.m.)	Conference Adjourns	
1600 hrs (4:00 p.m.)	Postconference Workshop: Developing the Research Agenda	
	Breakout Sessions:	Session Group Leaders:
	ST Use and Terminology	Ali Idris (Sudan)
	ST Health Effects	Waria Teresa Canto (USA)
	ST Cessation Methods	Karl-Olov Fagerstrom (Sweden)
	ST and Risk/Harm Reduction Strategies	Dorothy Hatsukami (USA)

ST and Public Health
Measures

Robert Mecklenburg (USA)

ST Chemistry and
Constituents

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3rd International Conference on Smokeless Tobacco

c/o MasiMax Resources, Inc.

Attn: Mark Adams, C.M.P.

Conference Manager

1300 Piccard Drive, Suite 203

Rockville, MD 20850 USA

Telephone: 001-240-632-5630

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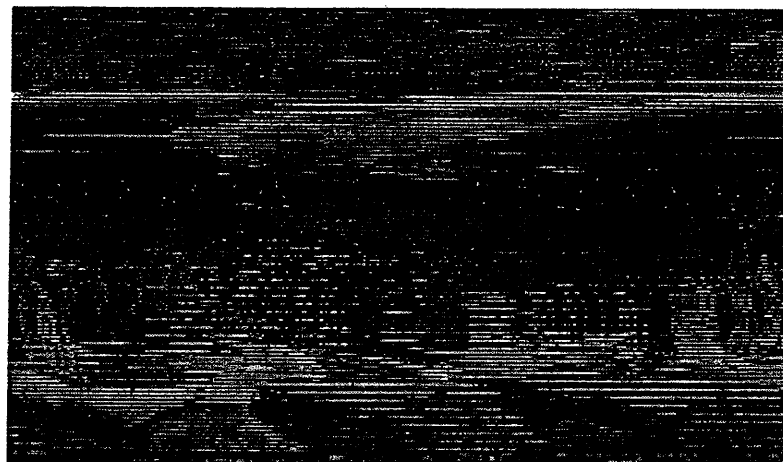
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4th European Conference of the Society for Research on Nicotine and Tobacco

Improving Knowledge and Treatments of Nicotine Addiction

Santander, Spain

October 3-5, 2002



Dear colleagues,

It is a pleasure to invite you to attend the 4th European Conference of the Society for Research on Nicotine and Tobacco (SRNT), which will take place in Santander, Spain, 3rd — 5th October 2002.

The conference will include round table discussions, symposia, and debates of the most recent research findings and the main current issues in treatment, legislation, basic science, prevention, approaches to special populations such as pregnant smokers, and harm reduction.

The summary of the current state of knowledge, and discussion of existing controversies, will be provided by leading international experts in each respective field.

Santander is an elegant sea-side city in the North of Spain. The Conference venue, Palacio de la Magdalena, is a beautiful 19th Century palace built as a summer residence for King Alfonso XIII. Santander is close to some excellent golf courses, and numerous notable sites, including the Altamira caves famous for their pre-historic art.

We hope that the exciting scientific event together with a varied social programme will make you consider visiting Santander next October. We look forward to meeting you there,

Yours sincerely,

Prof. Javier Ayesta
Prof. Carlos A. Jiménez-Ruiz

Contact details:

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mail: info@aforosl.com
tel: +34 -942-23 06 27
fax: +34 -942-23 10 58

AFORO, Magallanes 36, E-39007 SANTANDER

For registration information please "[click here](#)"

OUTLINE OF THE SCIENTIFIC PROGRAM

THURSDAY Conference Opening

Chairperson: K.O: Fagerström.

Speaker: O. Pomerleau.

Objective: The main objective of this conference is to give an overview of scientific research in smoking. People attending the conference will obtain an overview of the various aspects of the issue by leading international experts

FRIDAY

Round Table Discussion.- Looking for the best treatment for each smoker.

Chairperson: E. Kralikova

Speakers:

- What diagnostic characteristics should we look for in smokers? K.O. Fagerström.
- Nicotine Replacement Therapy. R. West.
- Bupropion. M. Jarvis.
- Behavioural therapy. P.Hajek.

Objective: To give some practical information about when and where, to whom and how to use the different kinds of pharmacological treatments of smoking.

Symposium: Brain imaging. Chairperson: Edythe London.

Posters and oral presentations

Debate: Harm Reduction

Chairperson: P. Puska.

Speakers:

- Pros: P. Tonnesen.
- Cons: R. Hurt.

The chair will make a short introduction of the issue. Then each discussant will argue his position, followed by general discussion.

Round Table Discussion.- Anti-smoking Activities in Europe

Chairperson: P. Andersson.

Speakers:

- The role of non-governmental organizations. J.R. Villalví.
- The role of local governments. Dr H. Pardell.
- Legislative action on tobacco/nicotine in the EU.

Objective: To provide an outline of current tobacco control activities

This round table discussion will be held in cooperation with the Spanish National Committee on Prevention of Smoking

Round Table Discussion: Vulnerability to tobacco dependence.

Chairperson: Prof. A. Batra.

Speakers:

- Genetics underlying tobacco dependence in humans. Dr. Michael Murphy.
- Genetics underlying psychopharmacological responses to nicotine. Pr. Allan C. Collins.
- Strain differences in mesoaccumbens dopamine responses to nicotine. Pr. David Balfour.
- Socio-economic influences on tobacco dependence. Pr. Martin Jarvis.
- The role of underlying psychopathology on tobacco dependence. Lirio Covey.

Objective: to provide an outline of tobacco dependence.

Posters and oral presentations**Round table discussion: Preventing and treating relapse**

Chairperson: Gay Sutherland.

Speakers:

- Relapsing as a learning process. J.I. de Granda.
- Psycho-social relapse prevention . E. Becoña.
- Pharmacological relapse prevention. A. Batra.

Objective: To provide practical information on relapse and relapse-prevention.

Round Table Discussion: Smoking cessation in special populations

Chairperson: A. Nordberg.

Speakers:

- Treating pregnant smokers.
- Treating smokers with CVD.
- Treating adolescents and children smokers K. Slama.

Objective: To provide practical information on approaches to special populations

SATURDAY

Round table discussion: Pharmacological treatments for smokers: What's new?

Chairperson: C.. A. Jiménez-Ruiz

Speakers:

- Characteristics of an ideal pharmacological treatment for smokers.
- Antidepressants. Lirio Covey.
- Nicotine vaccine. Svensson.
- Minimal intervention plus pharmacological treatment. R. Cordoba.

Objective: To give an overview of recent research.

This round table discussion will be held in cooperation with Spanish National Committee on Smoking Prevention

Round Table Discussion: Smoke-free tobacco

Chairperson: A. McNeill

Speakers:

- Smoke-free tobacco snus and cancer. Dr. Freddie Lewin
- Smoke-free tobacco snus and cardiovascular disease. Dr. Fritz Huhtasaari
- Patterns of snus use: A gate leading to smoking, or a way to give up? Dr. Lars Ramström
- How should smoke-free tobacco be regulated. Clive Bates

Objective: To give an overview on smoke-free tobacco

Symposium: Basic Research on Nicotine. Pr. Fernando Rodriguez Fonseca

Debate: Higher doses of NRT?

Chairperson: S. Nardini.

Speakers:

- Pros. Dale.
- Cons. J. Ayesta.

Objective: To review evidence related to higher doses of nicotine for treating smokers

Posters and oral presentations

Conclusions

Members meeting