

RJReynolds



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Dear Senator:

The American Conservative Union has learned that anti-smoking and public health advocates are dropping their support of the proposed FDA legislation which is scheduled for consideration on the Senate floor today. Members of these groups have concluded that no evidence exists that links established performance standards by the FDA to safer products and fewer deaths, as argued by Philip Morris.

In fact, public health advocates are convinced that the basic regulatory framework established by the FDA bill will make it virtually impossible for reduced-risk products to enter the marketplace. When the economic incentive for companies to fund comprehensive and meaningful research into significantly safer products is taken away, the economic enticement of profit ceases to exist.

FDA regulation could potentially be used to encourage research, develop and market actual reduced risk products, but the proposed legislation does the opposite. It acts as a roadblock preventing development and marketing of these constantly evolving products.

The passage of FDA regulation is good for only one thing: padding Philip Morris' bottom line.

This new information further reinforces ACU's opposition to the current FDA regulation legislation. On behalf of our one-million members and supporters, the American Conservative Union strongly urges you to oppose and vote against FDA regulation of American tobacco, an industry that already is sufficiently regulated by the federal government. This harmful prospect is bad for American business,

and more importantly, curbs the incentive for continuing the research and development of safer products, as public health experts have concluded.

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