

WAXMAN file
Tobacco

Tobacco Hearing (#3) WAXMAN

DeNoble & Mele

THURS.
4/28/94

(WAXMAN)

Nicotine
Analog

P. Morris (1981-84)
Human lab? - yes - Electrophysio. → brain

DeNoble

Lab closed (3/84) - DeNoble left

Analogs - yes - Discovered 1st series

(Nicotine) "Analog" as substitute for nicotine?
Synthetic
Habit-forming as well?

"Analog" program - yes - DeNoble

Rep. Jim Greenwood (R-Pa.)

DeNoble

1981-83

Nicotine - reinforce
Characteristic of the drug

84-94 - Studies

Nicotine characteristics as addictive

Nicotine - More like cocaine than caffeine
(DeNoble to Greenwood)

Food Addictions not similar

May be psychiatric problem
Not as w/ nicotine

(Wyden) [rat]

"Highly motivated" animal
Secrecy - Depended upon proprietary position re
to publication

2 yrs. - (1981-3) - Secrecy

Animals brought in at night (covered)
Rats incinerated
Restricted area.

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Study - Sent to Director of Research
→ Approval (?) → Publication

DeNoble Promoted 1983 - Raises; favorable

1983 - Briefed senior mgt. → N.Y.C.
DeNoble - Mele (Corporate jet)
Presentation - NY Corp. staff P. Morris

Dr. Corinne
Levy

"Why should I risk a billion dollar
industry on whether a rat pulls a lever for
nicotine?"

Thought went well - But then learned
lab might be closed - Transf. to Luzerne, Switz.

Subsequently, DeNoble released
(Dr. Jim Charles - Mgr. Biochemistry)

Go to Luzerne (?) - as contract emplo.

Wyden

Aug. 83 - Paper accepted
Told to withdraw it (DeNoble confi.)
Time of Cippione case
Paper - "Peer reviewed" - yes
Mgt. - Said - Wouldn't be good for litigation
DeNoble protested
Paper approved - Protested to Dr. Charles

"Poster" presentation
(3-hr. display for peers)
Could not make poster presentation
Mgt. - Wouldn't go well w/ litigation
Visit from several attorneys
Copied DeNoble - Mele files
"Red folders"

Fred Newman, Rhonda Foucet (K.C.)
(Wt. (P.M.) + 3rd lawyer

Tom
Doyle

→ Found DeNoble via Malik

Shep Pollack - CEO (P.M. USA) (4/28/94)
Mr. Newman + Jim Charles Dr. Osde
All visited DeNoble/Cheli's lab
Demonstration - Self-administration
Reproduce (ak at hearing) -
(Show it)

DeNoble shows President / Philip Morris
Rats (Self-adm. nicotine → heart
"reinforcing agent")

DeWilde / Exact (Pollack) procedure - NIDA would use "abuse li"
Lawyer shook head & walked away.

Zuks later - "Green light" - Go ahead
Keep experimenting - end of 1983
April 1984 - Closed lab (4/5/84) 30
Dr. Charles

Shut equip down / Kill animals
Took identity badges
Told to look for other jobs
"Why?"

Response - "Business Decision"
Asked to complete manuscripts -
Asked for one day
Then closed - killed our rats
Lab closed.

That Fri. 4/6/84 - Critical study
Chronic dose study
Denied permission to complete.
DeNoble - Wait back following up.
Everything inc. data - GONE
No evidence left. That lab was it

3 options 1) Stay w/ P.M.

- 2) Cash payout
- 3) Leave P.M.

But if stayed - Red. in salary
So we stayed until found new jobs
Both found new jobs.

DeNoble (Waxman) 4/28

(4)

Covered by confidentiality agreements [4/]
(1985) - Tried to submit 12/85 - revised

DeNoble

Risked violating confidentiality
This had nothing to do w/ the product or market
Mela (DeNoble) - St. Louis 1986 Presentation

Sent P.M. - Sent letter (Violating agree)
P.M. - Sent person to take pictures in St.
Quotes from threatening letters

Gott lecture from P.M. / Confidentiality agree
Called Dr. Herb Berry (Barry)

Self-Adm. study - In press (Not in print)
Pulled it a ^{2nd} time (article)

Company threatened injunction - But did not issue

Confidentiality Agreement

Blocked info. NOT relating to product
But science only.

DeNoble - State of Delaware
Mela - DOR

They suppressed it.
Let the scientific community judge it.

(*)

Feb. 11, 1993 - W.S.G. - Article on other examples
Multi-decade effort to sponsor

suppress research = "Deniability" -
(Kasson) You want people to be informed.

Cathy Ellis
P. Morris

Rats - Tolerance to nicotine?
(yes) - Confirmed by DeNoble work
Asked approved - (yes) - Not list to demonstrate
nicotine tolerance.

Dissented / Blocked P. Morris

Dr. Jim Charles - DeNoble's supervisor
Said could not publish tolerance findings.
Mgt. did not permit "tolerance" studies

Previous Testimony w/ CEOs - Dr. Cathy Ellis.
Deny DeNoble work -
What was her access to DeNoble work?

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Widener - Attacks Dr. Ellis - P. Morris

4/28/94

Anne Donley? - P. Morris's "sources"
(New ones?)

"Transton" - "Come in from the cold"

(1983-84 - DeNoble)

Nicotine - "Reinforcing" - Contributor to why
people smoke - (DeNoble)

C-span?
CNN?

XOXOX

Victor Paul
DeNoble/Mele