

**Environmental Assessment for An Exemption Request for  
Vantage Classic Menthol 100 Soft Pack**

**Manufactured By  
R.J. Reynolds Tobacco Company**

**Prepared by Center for Tobacco Products,  
U.S. Food and Drug Administration**

June 13, 2018

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**1. Applicant and Manufacturer Information**

**Applicant Name:** R.J Reynolds Tobacco Company  
**Applicant Address:** 401 North Main Street  
Winston-Salem, North Carolina 27101  
**Manufacturer Name:** R.J. Reynolds Tobacco Company  
**Address Where Product is Manufactured:** 7855 King-Tobacconville Road  
Tobacconville, North Carolina 27050

**2. Product Information**

**New Product Name, Submission Tracking Numbers (STN), and Original Product Name**

<b>New Product Name</b>	<b>STN</b>	<b>Original Product Name</b>
Vantage Classic Menthol 100 Soft Pack	EX0000219	Vantage Menthol 100s Soft Pack

**Product Identification**

<b>Product Type</b>	Cigarette
<b>Product Subtype</b>	Combusted, filtered
<b>Product Package</b>	Twenty cigarettes per pack; ten packs per carton. The packaging materials consist of foil inner liner, paper label, paper board box, polypropylene outer wrap, polypropylene tear tape, and paperboard carton.

**3. The Need for the Proposed Action**

The proposed action, requested by the applicant, is for FDA to issue an exemption from substantial equivalence (SE) reporting for a marketing order under section 905(j)(3) of the Federal Food, Drug, and Cosmetic Act (FD&C Act) for the introduction of a combusted, filtered cigarette into interstate commerce for commercial distribution in the United States. A tobacco product that is modified by adding or deleting a tobacco additive, or increasing or decreasing the quantity of an existing tobacco additive, may be considered for exemption from demonstrating substantial equivalence if: (1) the product is a modification of another tobacco product and the modification is minor, (2) the modifications are to a tobacco product that may be legally marketed under the FD&C Act, (3) an SE Report is not necessary to ensure that permitting the tobacco product to be marketed would be appropriate for the protection of public health, (4) the modified tobacco product is marketed by the same organization as the original product, and (5) an exemption is otherwise appropriate. The applicant must obtain a written notification that FDA has granted the product an exemption from demonstrating substantial equivalence under section 905(j)(3) before submitting an abbreviated report. Ninety days after FDA receipt of the abbreviated report, the applicant may introduce or deliver for introduction into interstate commerce for commercial distribution the new product for which the applicant has obtained an exemption from demonstrating substantial equivalence.

The new product modifications compared to the original product are minor changes in ingredients of the cigarette paper, the tipping paper, and the filter tow (Confidential Appendix 1).

#### 4. Alternative to the Proposed Action

The no-action alternative is FDA does not issue an exemption from demonstrating substantial equivalence for marketing order for the new tobacco product.

#### 5. Potential Environmental Impacts of the Proposed Actions and Alternative – Manufacturing the New Product

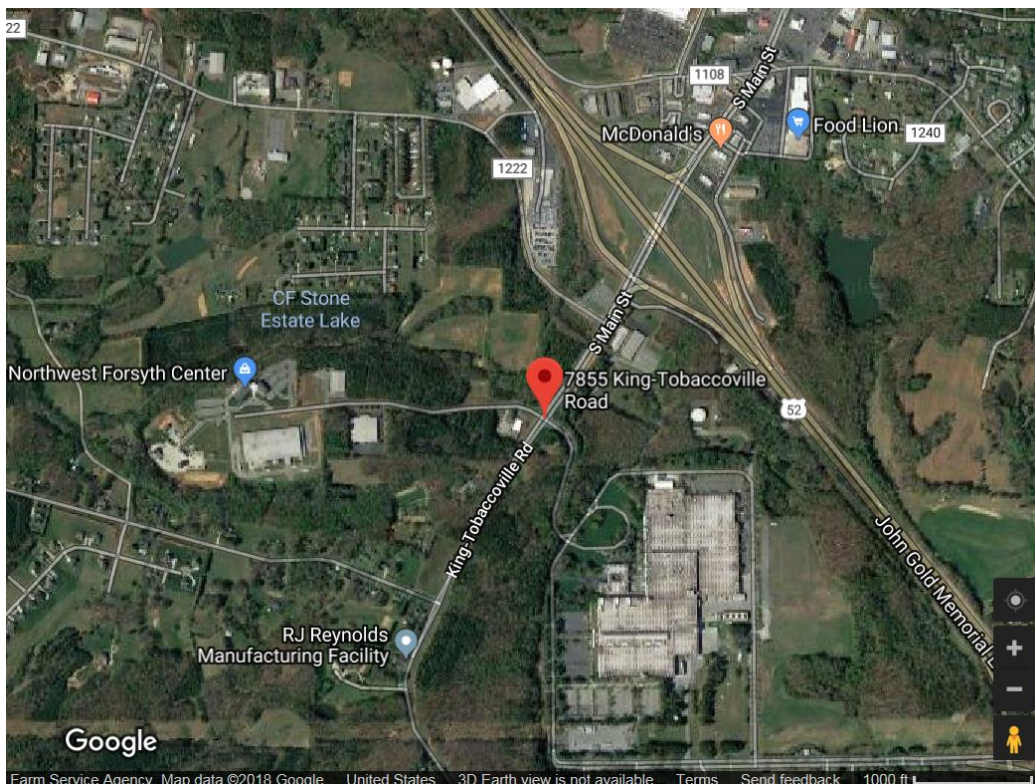
The Agency considered potential impacts to resources in the environment that may be affected by manufacturing the new product and found no significant impacts based on the Agency- gathered information and the following applicant-submitted information:

- Components of the proposed cigarette paper, tipping paper, and the filter tow are commonly used in other products manufactured at the facility, and used throughout the cigarette industry.
- The new product would not be commercially marketed simultaneously with the original product if a marketing order is granted for the new product.
- The new product is intended to compete with and eventually replace similar tobacco products currently manufactured at the facility.
- No facility expansion or new construction is expected due to manufacturing the new product.

##### 5.1 Affected Environment

The new product would be manufactured at the address listed in section 1 of this document (Figure 1).

**Figure 1. Location of the Manufacturer**



The manufacturing facility is located in Forsyth County in Headwaters Muddy Creek watershed, hydrologic unit code 03040101, which is the largest of the Yadkin River tributaries.<sup>1,2</sup> The facility is surrounded by woodlands; bounded by the city of King, NC to the north; US 52 (a four-lane divided highway) to the east; and mixed use residential, commercial, and agricultural land to the south and west.

The affected environment includes human and natural environments surrounding the facility.

## **5.2 Air Quality**

The Agency does not anticipate any new chemicals or new type of emissions would be released into the environment due to manufacturing the new product. The applicant stated that manufacturing the new product is not expected to result in changes of air emissions; accordingly, the applicant concluded that manufacturing the new product would not require any additional environmental controls for air emissions.

## **5.3 Water Resources**

The Agency does not anticipate that manufacturing the new product would cause any new chemicals to be discharged into the water. The new product is intended to replace similar tobacco products currently manufactured at the facility. The applicant also stated that manufacturing the new product would not require any additional environmental controls for water discharges.

## **5.4 Soil, Land Use, and Zoning**

The Agency does not anticipate that manufacturing the new product would lead to changes in soil, or land use and zoning. The applicant stated that there would be no expected facility expansion or new construction due to manufacturing the new product. Therefore, there would be no zone change or land conversion of prime farmland, unique farmland, or farmland of statewide importance to non-agricultural use.

## **5.5 Biological Resources**

The Agency does not anticipate manufacturing the new product would jeopardize the continued existence of any listed species, or result in the destruction or adverse modification of the habitat of any such species identified under the Endangered Species Act (ESA). The search of the U.S. Fish and Wildlife Services' (U.S. FSW) critical habitat and endangered species maps shows two threatened species (one bog turtle and one northern long-eared bat), one endangered plant, and one at-risk fresh water mussel

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<sup>1</sup> A watershed is an area of land where all bodies of water drain to a common outlet such as the outflow of a reservoir, mouth of a bay, or any point along a stream channel. Such bodies of water include the following: surface water from lakes, streams, reservoirs and wetlands, the underlying ground water, and rainfall. See <https://water.usgs.gov/edu/watershed.html>.

<sup>2</sup> USGS. National Water Information System: Mapper. Available at: <https://maps.waterdata.usgs.gov/mapper/index.html>. Accessed May 23, 2018.

are listed in Forsyth County.<sup>3,4</sup> The applicant also reviewed the U.S. FSW maps and stated that “the manufacturing facility is not within or near a critical habitat, or endangered animal and plant species.”

## 5.6 Regulatory Compliance

The applicant stated that the manufacturing facility complies with all federal, state, and local environmental regulations. The applicant provided detailed information for the following air emission, storm water, and wastewater permits:

- (1) Air permit number 00745-TV-35 issued by the Forsyth County Office of Environmental Assistance Protection. The permit expired November 27, 2012; the applicant submitted permit renewal on February 9, 2012, and provided a copy of the permit renewal submission. The applicant stated that according to the Forsyth County environmental permitting regulations, the facility can continue to operate until the new permit is issued. The applicant also stated that the facility complies with the requirements of this permit, which include submission of annual emissions inventories, compliance certification statements, and semiannual reporting
- (2) Storm water permit number NCG060079 issued by the North Carolina Department of Environmental Quality; expires October 31, 2018. The applicant stated that the facility complies with the requirements of this permit, which include maintaining storm water pollution prevention plans, quantitative and qualitative discharge monitoring, and site inspections
- (3) Waste water permit number IUP 3001 issued by the North Carolina Department of Environmental Quality; expires June 30, 2022. The applicant stated that the facility complies with the requirements of this permit, which include quantitative and qualitative discharge monitoring, and flow monitoring and reporting.

The applicant also stated that the facility performs the following additional activities to comply with the applicable environmental regulations:

- maintaining and complying with five separate Spill Prevention Control and Countermeasure plans, as required by the U.S. Environmental Protection Agency (EPA) Oil Pollution Prevention Regulations;
- reporting greenhouse gas (GHG) emissions to EPA on an annual basis;
- submitting EPA Tier 2 to U.S. EPA TRI, permit # 27050RJRYN7855A expiring on July 1, 2018, and North Carolina Right-to-Know reports; and
- complying with Department of Homeland Security Chemical Antiterrorism Standards, and with applicable solid and hazardous waste regulations.

The Agency’s search of EPA’s Enforcement and Compliance History Online (ECHO) did not reveal any violations of the Federal environmental laws and Regulations.<sup>5</sup>

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<sup>3</sup> U.S. Fish and Wildlife Services (U.S. FWS), available at: <https://www.fws.gov/raleigh/species/cntylist/forsyth.html>. Accessed May 24, 2018.

<sup>4</sup> Critical habitat map available at: <https://databasin.org/maps/new#datasets=d579d87eb54f4374a77ea53e7ef66449>. Accessed May 24, 2018.

The applicant also stated that the facility complies with the ESA and the Convention on International Trade in Endangered Species of Wild Fauna and Flora.

### **5.7 Socioeconomics and Environmental Justice**

No changes on socioeconomics are anticipated due to manufacturing the new product. The agency does not anticipate any impacts on employment revenue, or taxes because the new product is intended to compete with and eventually replace similar tobacco products currently manufactured at the facility.

Manufacturing the new product would not disproportionately impact minority populations because only 8% of the population within a three-mile radius of the manufacturing facility is minority per 2010 U.S. Census and American Community Survey data.<sup>6</sup> In addition, the facility is not located within an Indian Reservation.

### **5.8 Solid Waste and Hazardous Materials**

The Agency does not foresee the introduction of the new product to notably affect the current manufacturing waste generated from the production of all combusted, filtered cigarettes at this facility. The Agency anticipates the waste generated due to manufacturing the new product would be released to the environment, transferred to a publicly owned treatment works (POTW), and disposed of in landfills in the same manner as the waste generated from any other products manufactured in the same facility and in a similar manner to other combusted, filtered cigarettes manufactured in the United States. The applicant stated that manufacturing the new product would not require any additional environmental controls for solid waste disposal. Therefore, no new or revised waste permit, or construction of new waste management facility is expected.

### **5.9 Floodplains, Wetlands, and Coastal Zones**

There would be no facility expansion due to manufacturing the new product and the applicant did not propose any land disturbance; therefore, there would be no effects floodplains, wetlands, or coastal zones.

### **5.10 Cumulative Impacts**

The Agency does not anticipate the proposed action to incrementally increase or change the chemicals released to the environment from the facility due to tobacco manufacturing. A search in EPA's Toxic Release Inventory (TRI) database showed that in 2016, R.J. Reynolds's manufacturing facility in Tobaccoville, North Carolina released 10,030 pounds of ammonia and 18,909 pounds of nicotine and nicotine salts to air (a total of 28,939 pounds), and 1 pound ammonia and 3 pounds nicotine and

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<sup>5</sup> U.S. EPA ECHO Detailed Facility Report: R.J. Reynolds Tobacco Company, Richmond, VA. Available at: <https://echo.epa.gov/detailed-facility-report?fid=110000345225>. Accessed May 24, 2018.

<sup>6</sup> U.S. EPA ECHO Detailed Facility Report: Demographic profile of surrounding area (3 miles). Available at: <https://echo.epa.gov/detailed-facility-report?fid=110000345225>. Accessed May 24, 2018.



nicotine salts to land, but no TRI-reportable chemicals were released to water (Table 1).<sup>7</sup> No other hazardous air pollutants were reported. Ammonia adverse health effects are ocular and respiratory; nicotine and nicotine salt, have known adverse developmental effects.<sup>8</sup> The TRI database search did not show that R.J. Reynolds' manufacturing facility disposed of, treated, or released into the environment any other toxicants associated with manufacturing tobacco products. In addition, EPA's ECHO database did not show that the facility released the following reportable criteria pollutants: ozone, lead, particulate matter, or sulfur dioxide, at or above the reportable threshold levels to air.

Table 1 Management of Chemical Waste Associated with Manufacturing Tobacco Products at R.J. Reynolds Facility

Production-Related Waste Managed or Released			Chemical Mass (Pounds)
Recycled			0
Energy Recovery			0
Treated*			2,871
Subtotal Waste Managed			2,871
On-site Release	Air	Ammonia	10,030
		Nicotine and Salts	18,909
	Water	Ammonia	0
		Nicotine and Salts	0
	Land	Ammonia	1
		Nicotine and Salts	3
Off-site Release		Ammonia	493
		Nicotine and Salts	4,409
Subtotal Waste Released			33,845
Total Production-Related Waste			36,716
* Ammonia only			

According to the North Carolina Department of Environmental Quality, water quality in Headwaters Muddy Creek watershed where the facility is located, is relatively good compared to other sub basins in the greater Yadkin-Pee Dee River basin.<sup>9</sup>

In addition, the applicant stated that manufacturing the new product would not require revised or new air, waste water, or storm water permits.

<sup>7</sup> U.S. Environmental Protection Agency (EPA). TRI Data Form R & A Download. Available at: [https://www3.epa.gov/enviro/facts/tri/form\\_ra\\_download.html](https://www3.epa.gov/enviro/facts/tri/form_ra_download.html). Searched on May 24, 2018.

<sup>8</sup> U.S. EPA. myRight-to-Know, available at: <https://myrtk.epa.gov/info>. The site allows for searching the industrial facilities that manage toxic waste chemicals by entering the facility address and clicking on the facility location on the map. Accessed May 24, 2018.

<sup>9</sup> North Carolina Department of Environmental Quality. Yadkin River Headwaters. Available at: [https://files.nc.gov/ncdeq/Water%20Quality/Planning/BPU/BPU/Yadkin/Yadkin%20Plans/2010%20Plan/2\\_03040101%20Yadkin%20River%20Headwaters-2010.pdf](https://files.nc.gov/ncdeq/Water%20Quality/Planning/BPU/BPU/Yadkin/Yadkin%20Plans/2010%20Plan/2_03040101%20Yadkin%20River%20Headwaters-2010.pdf). Accessed May 24, 2018.

### **5.11 No Action Alternative**

The environmental impact of the no-action alternative would not change the existing condition of manufacturing cigarettes, as many other similar tobacco products would continue to be marketed.

## **6. Potential Environmental Impacts of the Proposed Actions and Alternatives – Use of the New product**

The Agency considered potential impacts to resources in the environment that may be affected by use of the new product and found no significant impacts based on Agency-gathered information and the applicant's submitted information. Included in the information the Agency considered was the projected market volumes for the new product and the documented decline in cigarette use in the United States.

### **6.1. Affected Environment**

The affected environment includes human and natural environments in the United States. The applicant intends to distribute and sell the new tobacco product to consumers in the United States.

### **6.2. Air Quality**

The Agency does not anticipate new chemicals to be released into the environment as a result of use of the new product, relative to chemicals released into the environment due to use of other cigarettes already on the market because; (1) the combustion products from the new cigarette would be released in the same manner as the combustion products of the original product and other marketed cigarettes; (2) the new product is expected to compete with, or replace, other currently marketed cigarettes, so the Agency does not expect that new or increased air emissions would be associated with use of the new product (Confidential Appendix 2); and (3) the ingredients in the new product are used in other currently marketed tobacco products.

### **6.3. Environmental Justice**

No new emissions are expected due to use of the new product. Therefore, there would be no new disproportionate impacts on the minority or low-income populations.

### **6.4. Cumulative Impacts**

The impacts from use of combusted tobacco products include exposure to secondhand smoke (SHS) produced from burned cigarettes. Particles emitted by smoking may remain on surfaces, re-emitted back into the gas phase, or react with oxidants and other compounds in the environment to yield secondary pollutants, thirdhand smoke (THS). These pollutants coexist in a mixture in the environment alongside SHS (Burton, 2011; Matt et al., 2011).

There is no safe level of exposure to SHS (U.S. Department of Health and Human Services, 2006a and 2006b). Even low levels of SHS can harm children and adults in many ways, including the following:

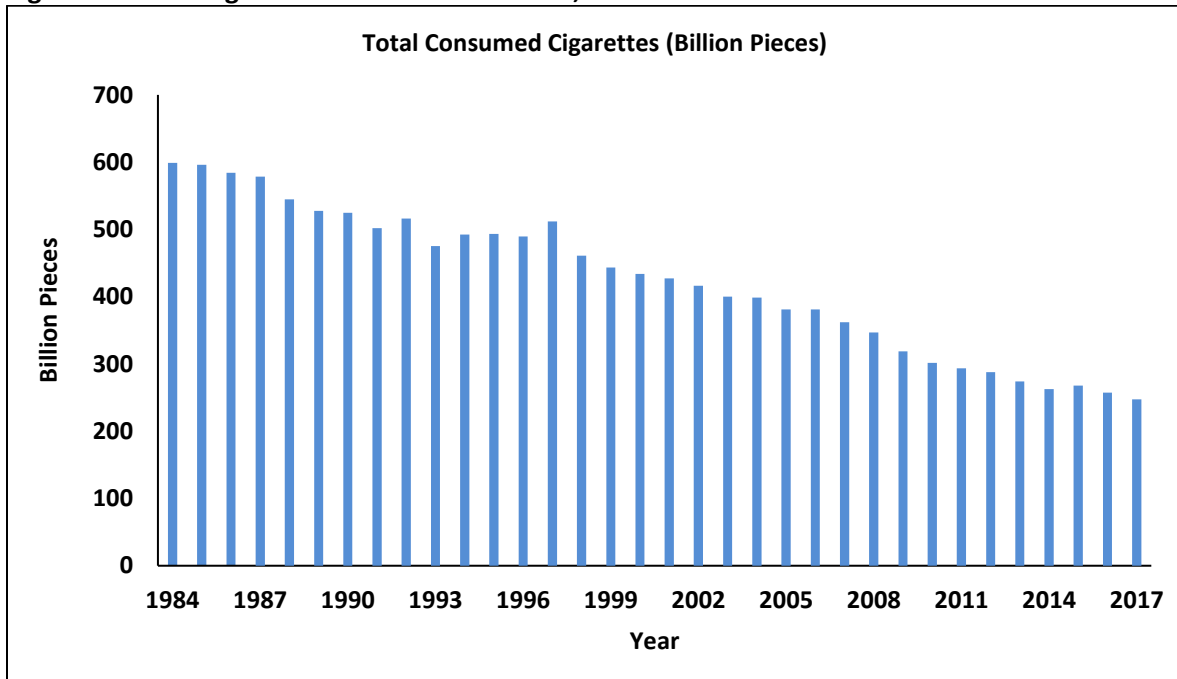
- The U.S. Surgeon General estimates that living with a smoker increases a nonsmoker's chances of developing lung cancer by 20 to 30% (U.S. Department of Health and Human Services, 2014).
- Exposure to SHS increases school children's risk for ear infections, lower respiratory

illnesses, more frequent and more severe asthma attacks, and slowed lung growth. It can cause coughing, wheezing, phlegm, and breathlessness (U.S. Department of Health and Human Services, 2006a and 2006b).

- SHS causes more than 40,000 deaths a year (U.S. Department of Health and Human Services, 2014).

However, the use of cigarettes in the United States is declining, per the U.S. Alcohol and Tobacco Tax and Trade Bureau (TTB) Statistical Release reports (Figure 2).<sup>10</sup> This likely is responsible for the decline in SHS exposure observed in several studies that evaluated the levels of SHS exposure in children and nonsmokers living in homes of smokers (Homa et al., 2015; Yao et al., 2016; other studies). Despite the considerable ethnic and racial disparities in SHS exposure in vulnerable populations, data from the National Health and Nutrition Examination Survey showed a decline in SHS exposure from 1999-2000 to 2011-2012 with the highest prevalence of exposure among non-Hispanic subpopulations (46.8%), compared to Mexican Americans (23.9%) and non-Hispanic whites (21.8%) in 2011-2012 (Homa et al., 2015). There were also significant declines in SHS exposure prevalence noted in the 2000 and 2010 National Health Interview Survey Cancer Control Supplements. SHS exposure declined in Hispanics from 16.3% in 2000 to 3.1% in 2010, non-Hispanic Asians from 13.4% in 2000 to 3% in 2010, and non-Hispanic blacks from 31.2% in 2000 to 11.5% in 2010 as compared to exposures in non-Hispanic whites, which declined from 25.8% in 2000 to 9.7% in 2010 (Yao et al., 2016).

**Figure 2. Use of Cigarettes in the United States, 1984 – 2017**



<sup>10</sup> U.S. Alcohol and Tobacco Tax and Trade Bureau (TTB) statistical data available at: <https://www.ttb.gov/tobacco/tobacco-stats.shtml>. Accessed March 7, 2018.

As of December 2015, 27 states including the District of Columbia have implemented comprehensive smoke-free laws (Tynan, Holmes, Promoff, Hallett, Hopkins, & Frick, 2016). These laws are expected to reduce the levels of non-users' exposure to SHS and THS.

#### **6.5. No Action Alternative**

The environmental impact of the no-action alternative would not change the existing condition of use of cigarettes, as many other similar tobacco products would continue to be marketed.

### **7. Potential Environmental Impacts of the Proposed Actions and Alternative – Disposal of the New product**

The Agency considered potential impacts to resources in the environment that may be affected by disposal of the new product. Based on publicly available information such as the documented continuous decline of cigarettes use in the United States and the applicant's submitted information, including market volume projections for the new product, the Agency found no significant impacts.

#### **7.1. Affected Environment**

The affected environment includes human and natural environments in the United States. The applicant intends to distribute and sell the new tobacco product to consumers in the United States.

#### **7.2. Air Quality**

The Agency does not anticipate disposal of the product or the packaging material would lead to the release of new or increased chemicals into the air.

No changes in air quality are anticipated from disposal of the cigarette butts of the new product. The chemicals in the new product cigarette butts are commonly used in other currently marketed cigarettes. Because the new product is anticipated to compete with or replace other currently marketed cigarettes, the cigarette butt waste generated from the new product would replace the same type of waste (Confidential Appendix 3). Therefore, the fate and effects of any materials emitted into the air from disposal of the new product is anticipated to be the same as any materials from other cigarettes disposed of in the United States.

No changes in air quality from disposal of the new product package materials would be expected because; (1) the paper and plastic components of the packages are more likely to be recycled, or at least a portion of the packaging waste is likely to be recycled, (2) the packaging materials are commonly used in the United States, and (3) the waste generated due to disposal of the new product packaging is a minuscule portion of the municipal solid waste per FDA's experience in evaluating the packaging waste generated from cigarettes.

#### **7.3. Biological Resources**

The proposed action is not expected to change the continued existence of any endangered species, or result in the destruction or adverse modification of the habitat of any such species, as prohibited under

the U.S. EPA. Although disposal of smoldering cigarettes has been implicated in many fire incidents,<sup>11,12</sup> the new product is not expected to change the fire frequency as disposal of the new product would be the same as the disposal of cigarettes that are currently marketed in the United States.

#### **7.4. Water Resources**

No changes of impacts on hydrology and water quality due to disposal of the cigarette butts of the new product because the chemicals in the new product are the same as in currently marketed cigarettes and the new product would replace the original products currently on the market.

#### **7.5. Socioeconomics and Environmental Justice**

The Agency does not anticipate changes in impacts on socioeconomic conditions or environmental justice from disposal of the new product. The waste generated due to disposal of the new product is expected to be handled in the same manner as the waste generated from disposal of other cigarettes in the United States. No new emissions are expected due to disposal of the new product. Therefore, there would be no new disproportionate impacts on the minority or low-income populations.

#### **7.6. Cumulative Impacts**

A major existing environmental consequence of the use of the new product, as well as other conventional cigarettes, is littering of discarded cigarette filters or butts, which can persist in the environment for more than 10 years (Novotny and Zhao, 1999). Cigarette butts are among of the most common forms of litter found on beaches (Claereboudt, 2004; Smith, Livingston and Doolittle, 1997), near streams, night clubs (Becherucci and Pon, 2014), bus stops (Wilson, Oliver, and Thomson, 2014), roads, and streets (Healton, Cummings, O'Connor and Novotny, 2011; Patel, Thomson and Wilson, 2013). Cigarette butts have been found at densities averaging more than four cigarette butts per meter squared of urban environments (Seco Pon and Becherucci, 2012).

Compounds in cigarette butts can leach out into water, potentially threatening human health and the environment, especially marine ecosystems (Kadir and Sarani, 2015). The environmental toxicity of cigarette butts due to air emissions is not well studied. The chemicals in cigarette butts can be the original chemicals in the unsmoked cigarettes or the pyrolysis and distillation products deposited in the cigarette butts. Airborne emissions from cigarette butts after disposal depend on the environmental conditions and the chemicals in the butts. These emissions can be influenced by several factors, such as the cigarette brand, cigarette length, filter material, types of tobacco, ingredients in the cigarette and tobacco fillers, number of butts, and the mass transfer behavior of combustion products along the cigarette.<sup>13</sup>

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<sup>11</sup> National Fire Protection Association. The smoking-material fire problem. Available at: <https://www.nfpa.org/News-and-Research/Fire-statistics-and-reports/Fire-statistics/Fire-causes/Smoking-Materials>. Accessed May 22, 2018.

<sup>12</sup> UC Davis Health News. Available at: <https://www.ucdmc.ucdavis.edu/publish/news/newsroom/2763>. Accessed May 22, 2018.

<sup>13</sup> NIST Technical Report 8147 available at: <http://dx.doi.org/10.6028/NIST.IR.8147>. Accessed April 24, 2018.

However, the cumulative impact from cigarette butts is declining because the use of cigarettes in the United States is declining.

### **7.7. No Action Alternative**

The environmental impact of the no-action alternative would not change the existing condition of disposal of cigarettes and cigarette packaging, as many other similar tobacco products would continue to be marketed.

## **8. List of Preparers**

The following individuals were primarily responsible for preparing and reviewing this environmental assessment (EA):

### **Preparer:**

Rudaina Alrefai-Kirkpatrick, Ph.D., Center for Tobacco Products

Education: Ph.D. in Plant Molecular Biology and Virology

Experience: 25 years in various scientific activities including 7 years in NEPA practice

Expertise: NEPA analysis, environmental risk assessment, evidence-based assessment of health technologies, NEPA Implementation

### **Reviewer:**

Hoshing W. Chang, Ph.D., Center for Tobacco Products

Education: M.S. in Environmental Science and Ph.D. in Biochemistry

Experience: 10 years in NEPA practice

Expertise: NEPA analysis, environmental risk assessment, wastewater treatment

## **9. A Listing of Agencies and Persons Consulted**

Not applicable.

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**Confidential Appendix 1:**

**Modifications to the New Product as Compared to the Original Product**

<b>STN</b>	<b>Component</b>	<b>Modification</b>
EX0000219	Cigarette paper	Deletion of non-fire standards compliant (FSC) cigarette paper
		Addition of FSC cigarette paper
	Tipping paper	Deletion of cork on white base paper
		Addition of alternate cork on white base paper
	Filter tow	Deletion of filter tow
		Addition of alternate filter tow

**CONFIDENTIAL APPENDIX 2**

**First- and Fifth-Year Market Volume Projections for the New product and Percentage of Cigarette Use in the United States Projected to be Attributed to the New Product**

First- and fifth-year market volume projections for the new product were compared to the total projected number of cigarettes use in the United States.<sup>14</sup> The new product accounts for a minute fraction of a percent of the forecasted cigarette use in the United States. In addition, the applicant stated that they intend to discontinue marketing the original product if a marketing order is granted for the new product and that the new product would replace the currently marketed original products.

STN	Projected Market Volume			
	First-Year		Fifth-Year	
	New Product (# of Cigarettes)	New Product as a Percent of Total Cigarettes Used <sup>15</sup>	New Product (# of Cigarettes)	New Product as a Percent of Total Cigarettes Used <sup>16</sup>
EX0000219	(b) (4)			

<sup>14</sup> The Agency used historical data regarding total use of cigarettes from 2002 to 2017 to mathematically estimate the total amount of cigarettes used in the United States. Using the best-fit trend line with an R<sup>2</sup> value of 0.9786, the forecasted number of cigarettes that would be used in the United States is estimated at 236.26 billion cigarettes in the first year and 210.92 billion cigarettes in the fifth year of marketing the new product.

<sup>15</sup> Projected Market Occupation of the New Product in the United States (%)=  $\frac{\text{Projected Market Volume of the New product (cigarette pieces)}}{\text{Projected Use of Cigarettes in United States (cigarette pieces)}} \times 100$

<sup>16</sup> See footnote # 19.

CONFIDENTIAL APPENDIX 3

Projected Waste of Cigarette Butts in the First and Fifth Years of Marketing the New Product

$\sum_{i=1}^3 A_i = \sum_{i=1}^3 (B_i \times C_i \times D_i \times G)$ $D_i = \frac{E}{F_i}$	<p><i>A<sub>i</sub></i>: Projected waste generation of cigarette butts of the new product (metric tons)  <i>B<sub>i</sub></i>: Projected market volume of the new product (number of individual cigarettes)  <i>C<sub>i</sub></i>: Weight of cigarette (gram)  <i>D<sub>i</sub></i>: Cigarette butt ratio  <i>E</i>: Cigarette butt length<sup>17</sup>  <i>F<sub>i</sub></i>: Length of cigarette (millimeter)  <i>G</i>: 1.0 x 10<sup>-6</sup> metric tons/gram</p>
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STN	Projected Year	Market Volume (Pieces) <i>B<sub>i</sub></i>	Cigarette Weight (Grams) <i>C<sub>i</sub></i>	Cigarette Length (mm) <i>F<sub>i</sub></i>	Cigarette Butt Waste (Tons) <i>A<sub>i</sub></i>
EX0000219	First-Year	(b) (4)	1.2525	99	(b) (4)
	Fifth-Year	(b) (4)	1.2525	99	(b) (4)

If all the projected cigarette butt waste generated from use of the new product is disposed of in landfills, the projected waste of (b) (4) metric tons in the first year and (b) (4) metric tons in the fifth year of marketing the new product would be negligible fractions of the 234.47 million metric tons of total waste reported in the United States in 2014 (EPA, 2016).

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<sup>17</sup> ISO 15592-3 (Section 9.3) prescribes a standard termination line for machine smoking (cigarette butt length) of 27 mm. This value is an estimate of the cigarette butt length that is disposed of as solid waste following use.