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File

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March 31, 1976

Mr. Frederick F. Roesch
Vice President
Whittaker, Clark & Daniels, Inc.
1000 Coolidge Street
South Plainfield, New Jersey 07080

Dear Fred:

For your information and files, I enclose herewith
a Xerox copy of the brief story which appeared in the
March 29 issue of F-D-C Reports concerning the Mt. Sinai
talc statement.

Best wishes,

Sincerely yours,

Wayne

Wayne K. Hill

WKH/rc
cc: Mr. George J. Dippold
Enclosure





TRADE & GOVT. MEMOS



BABY TALC IS A USEFUL & SAFE PRODUCT

Mt. Sinai Medical Center's Pediatrics Dept. declares in a formal statement issued "to correct any misinterpretation or misimpressions" that may have been created by media reports on research conducted at the Center. The statement confirms the earlier view press released by the Cosmetic, Toiletry & Fragrance Assn. (CTFA) — ("The Pink Sheet" March 22, p. T&G-1). "The samples used in the Mt. Sinai study," statement by Medical Center president, Dr. Thomas C. Chalmers, said "had been purchased more than three years ago, a fact that was not mentioned in the media reports."

¶ "Recently data from research carried out in the Mt. Sinai Medical Center for the last four years on the asbestos content of some talcum powders was cited in the press before it had been published in a scientific journal," the Medical Center's statement said. "The original purpose of this research was to develop effective techniques for measuring the presence of asbestos in talc. The problem has practical implications because prolonged exposure to certain forms of asbestos can cause cancer. . . .

¶ "In the process of developing these new methods, the samples actually used had been purchased more than three years ago. . . The discovery of asbestos in some talcum powders by the Mt. Sinai investigators was reported to FDA at that time, and undoubtedly stimulated some mfrs. to change their sources of talc, so that recent analyses by the FDA have not revealed appreciable amounts of asbestos in any samples."

"Any implication in the news stories that most of the talcum powder currently on the market contains asbestos is not borne out by the most recent data from the FDA, although continuing surveillance is indicated."

"Although the news media specifically emphasized the dangers of talcum powders advertised for babies, the only baby powder tested that was reported to show asbestos represents less than 1% of the market, and that sample was five years old. The most commonly used baby talc has been consistently free of asbestos."

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MORTON NORWICH SALE OF FRENCH-BASED ORLANE COSMETIC

businesses to Norton Simon for cash represents inevitable — and long time coming — development for M-N. "Free classified ad" on the availability of M-N's cosmetics business ran in "The Pink Sheet" Sept. 22, 1975 (p. 3) as part of an M-N business analysis story. "Free ad" said: "The *Orlane-Jean d'Albret* cosmetic-fragrance business, largely concentrated abroad, is for sale to anyone who will come along with a reasonable offer. The annual report, of course, didn't put it in these words, but left little doubt as to the meaning of what it did say."

¶ "Implementing previously announced plans to disengage from unprofitable and low growth businesses," M-N's announcement said that it also will dispose of its Seneca Lake highway salt mine in Penn Yan, NY. Sale of cosmetic business and salt mine, M-N said, "are expected to yield over \$21 mil. in cash that will be redeployed in other parts of the business and will result in a one-time charge to earnings of approximately \$34 mil., \$2.71 per share."

¶ Jean d'Albret was acquired by Norwich before its merger with Morton, in a successful and desperate effort to create an antitrust situation and stave off a takeover by Revlon. Sales of the Orlane-d'Albret business increased about 12% in FY ended June 30, 1975, M-N annual report said, "with the gains stemming from the Orlane line of treatment products and makeup items." French Orlane lost about \$939,000 in FY 1975 compared to an \$87,000 profit in 1975.