



E. I. DU PONT DE NEMOURS & COMPANY
INCORPORATED
WILMINGTON, DELAWARE 19898

PLAINTIFF'S
EXHIBIT
WCD-409

QUILLEN BUILDING
CONCORD PLAZA

INSTRUMENT PRODUCTS
SCIENTIFIC & PROCESS DIVISION

RECEIVED JAN 16 1978

January 12, 1978

Norman F. Estrin, Ph.D.
Vice President - Science
The Cosmetic, Toiletry and Fragrance
Association, Inc.
1133 15th Street, N.W.
Washington, D.C. 20005

Dear Dr. Estrin:

(attached)

In response to your letter of December 27 to Mr. A. H. Lawrence, we apologize for what clearly is a misleading advertisement. Please be assured that this error was inadvertent and that all Du Pont promotional literature which discusses the presence of asbestos in cosmetic and body talc has been discontinued.

This advertisement was generated based on the fact that at least four cosmetic and toiletry manufacturers use differential thermal analysis (DTA) to assure that chrysotile asbestos levels in talc products are below 0.5%. The data cited related to experiments in which DTA was found to accurately determine chrysotile asbestos levels in talc which had been "spiked" to levels of 0.5 to 1.0% impurity. In fact the manufacturers all indicated that routine DTA quality control measurements on their commercial products have never indicated chrysotile asbestos levels above the 0.5% minimum detection limit. Thus your comments are well taken.

Again, please forgive the misleading wording of the advertisement in question. We have taken additional steps since that advertisement was written to avoid such problems, and appreciate your concern in bringing this matter to our attention.

Sincerely yours,

P. S. Kay

Peter S. Kay
Manager, Thermal Analysis

PSK:acl

December 27, 1977

Gus Lawrence, Jr.
Marketing Manager
"Treon" Products Division
E.I. DuPont de Nemours & Co., Inc
9498 Nemours Building
Wilmington, Delaware 19898

I hope you will forgive me, Gus --

-- for asking your help in correcting a problem completely outside your area. I thought that perhaps you would know the appropriate person at DuPont responsible in this area.

Item #4 in the attached booklet entitled "DuPont Tackles the Tough Ones" (No 4 in a series) is a serious misrepresentation of the facts and should be corrected. DuPont advises the use of the Differential Thermal Analyzer for detection of chrysotile asbestos in cosmetic and body talc, terming them a "potential health hazard". The facts are that chrysotile asbestos has not been detected in cosmetic talcs and DuPont is attempting to cure a disease that does not exist.

I have no problem with DuPont promoting the use of the DTA for the detection of chrysotile in talc provided that DuPont has evidence that chrysotile occurs in talcs. I am sure that when DuPont scientists examine the data, they will find that this is not true for cosmetic talcs.

Thanks for your help, Gus.

Cordially,

Norman F. Estrin, Ph.D.
Vice President - Science

cc: George Lee

NFE:lat