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file Talc Italian Mines
VAL CHISONE
CONFIDENTIAL

Johnson & Johnson
BABY PRODUCTS COMPANY

October 31, 1974

SUBJECT: Italian Talc Source
Societa Talco e Grafite Val Chisone
Talc Publication Matters
Project No. 0503.00

Mr. G. Lee

I have visited the management, the mines and the mills of our Italian talc source (SVC) with Mr. Ferry the U.S. agent. Our objective was to forestall the upsetting impact which distribution of a recent SVC publication will have on the world talc market. Dr. Umberto Stefano of Monte Carlo, accompanied us as interpreter and joint friend of ours and SVC.

The business threat with the Italian publication (Practical Guide to Recognition of Impurities in Talc) is that it can raise doubts on the validity of the documentation of purity and safety of talc, which we have established both here (F&DA) and in England. The Italian publication raises those doubts because:

1. It singles out Italian SVC talc as the purest and best in the world

2. It states that SVC talc has only traces of chrysotile asbestos

3. It calls undue attention to a host of trace metals in talcs and brands them as harmful elements, SVC talc being the least harmful.

Our deliberations with the Italian staff of SVC were concluded successfully. We achieved our above objective with these three main points of agreement:

a. Italian management will stop distribution of all English versions of the publication effective last Wednesday.

b. Mr. Ferry and I agreed to undertake the responsibility of rewriting the publication for the English speaking countries.

c. I agreed to help coordinate all technical aspects of the booklet and open up any J&J resources or support which may be needed to implement the matter.

W Ashton

W.H. Ashton

paj

cc: Mr. W.R. Dean
Dr. G. Hildick-Smith
Dr. D.R. Petterson
Dr. B. Semple

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