

Peer Review Plan

Title of the Review:	FDA Assessment of the Impact of Mentholated Cigarettes on Tobacco Toxicology and Chemistry, Marketing and Consumer Perceptions, Epidemiology of Cigarette Use, Smoking Initiation, Tobacco Dependence, Smoking Cessation, Biomarkers of Exposure, and Disease Risk
Tentative Assessment:	Highly Influential Scientific Assessment
Agency Contact:	Allison Hoffman, Ph.D.
Office or Center:	Center for Tobacco Products, Food and Drug Administration
Subject of the Review:	Menthol as a characterizing flavor in cigarettes
Purpose of the Review:	Impact of Mentholated Cigarettes on Tobacco Toxicology and Chemistry, Marketing and Consumer Perceptions, Epidemiology of Cigarette Use, Initiation of Smoking, Tobacco Dependence, Smoking Cessation, Biomarkers of Exposure, and Disease Risk Relative to Non-Mentholated Cigarettes
Type of Review:	Individual Reviews (Letter Review)
Timing of Review:	3.5 months – will start in July 2011
Number of Reviewers:	4 to 10
Primary Disciplines/ Types of Expertise of Reviewers:	Behavioral Scientist, Marketing/Social Scientist, Epidemiologist, Statistician, Toxicologist, Biologist
Reviewers Selected by:	Designated Outside Organization
Public Nominations Requested for Review Panel:	No
Opportunities for the Public to Comment:	Yes
If yes, briefly state how and when will these opportunities be provided:	After peer review, the agency will make the peer reviewed scientific assessment available for public comment in the <i>Federal Register</i> . The peer review report will be available at the agency's website.