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Nabisco Brands, Inc.
Lifesavers Candy Division
East Hanover, NJ 07936

Dear Sirs;

I just love Lifesavers! When I have some tough work ahead of me I have to decide whether it's going to be a one or two roll day.

Did you ever notice that when you crack a Wint O Green (my favorite flavor) Lifesaver it sparks! Try it in front of your bathroom mirror with the lights out! Is this phenomenon due to chemiluminescence? Maybe you ought to put "The candy with Chem O Luminescence" on the label instead of "Less than 10 calories per pi Just an idea, but I didn't want you to miss a marketing opportunity

I noticed that a Butter Creme Mint Lifesaver has a larger outside diameter than Wint O Green but the hole in the middle is slightly smaller. Do any of your other flavors have different dimensions?

Please continue to make your candy forever. The world just wouldn't be the same without it.

Sincerely,

Robert

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Mr. Robert Dobrin
102 Carl Street
San Francisco, CA 94117

Dear Mr. Dobrin:

Many people have asked us what ingredient makes LIFE SAVERS Roll Candy Mints spark. Our Manager of Candy Technology tells us that two ingredients are necessary for this reaction.

The sparkling comes because of a combination of mint flavoring and crystalline sugar. When you crack the crystal, the energy then

stimulates a component in the flavoring to emit a light. The component in wintergreen is methyl salicylate.

Regrettably, though our mints' flavor is reliable, their sparking performance is not necessarily consistent. Sometimes the background atmosphere is simply not dark enough. Also, moisture seems to absorb the energy needed to produce sparking. We hope we have answered you satisfactorily and that you continue to enjoy our mints for many years to come.

Sincerely,

Verna Sullivan
Consumer Representative
Consumer Information Center

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RATING	COMMENTS
✓✓	<p>Nearly a great letter. The explanation for a Lifesaver's spark is clear. I wonder if there really is a "Manager of Candy Technology."</p> <p>Unfortunately, my second question about the variances in candy dimensions was left unanswered.</p>

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