



WHITMOORE CHEMICAL COMPANY

HOW CAN WHITMOORE DO MORE FOR YOU?

WHITMOORE CHEMICAL COMPANY
PUBLIC RELATIONS DEPARTMENT
INTERNAL MEMORANDUM

DATE: JUNE 18, 1985
TO: DONALD F. WHITMOORE, EXECUTIVE STAFFMEMBER
FROM: LOU GREGHORN, PUBLIC RELATIONS MANAGER
SUBJECT: URGENT CONCERNS AND RECALL DEMANDS REGARDING AQUABEAM

MR. WHITMOORE,

I AM WRITING TO BRING TO YOUR IMMEDIATE ATTENTION THE URGENT CONCERNS RAISED BY OUR SCIENTIFIC TEAM REGARDING THE STABILITY AND SAFETY OF OUR EXPERIMENTAL SUNSCREEN PRODUCT, AQUABEAM. FOLLOWING THE INCIDENT ON JUNE 15TH, THE TEAM HAS CONDUCTED FURTHER RESEARCH AND IS NOW DEMANDING THAT WE ISSUE A RECALL OF THE PRODUCT.

THE SCIENTISTS HAVE DISCOVERED THAT AQUABEAM IS HIGHLY UNSTABLE AND POSES SIGNIFICANT DANGERS FOR PUBLIC USE. WHEN ACTIVATED BY PROLONGED HEAT EXPOSURE, THE CHEMICAL EXHIBITS A LIFE-LIKE MOVEMENT AND SEEKS OUT SOURCES OF OIL, CONSUMING THEM VIA OSMOSIS. THIS INCLUDES HUMAN OR ANIMAL FAT, WHICH RAISES SEVERE SAFETY CONCERNS. AS THE CHEMICAL CONSUMES OIL, IT GROWS IN SIZE AND STRENGTH, WITH THE POTENTIAL TO BECOME UNSTOPPABLE IF IT CONTINUES UNCHECKED.

THE SCIENTIFIC TEAM IS DEEPLY CONCERNED THAT THE AQUABEAM COULD POSE A SIGNIFICANT THREAT TO PUBLIC SAFETY, LEADING TO CATASTROPHIC CONSEQUENCES IF NOT IMMEDIATELY ADDRESSED. THEY ARE URGING US TO TAKE SWIFT ACTION TO RECALL THE PRODUCT FROM THE MARKET TO PREVENT ANY POTENTIAL HARM.

HOWEVER, IT IS IMPORTANT TO CONSIDER THE SUBSTANTIAL REVENUE OPPORTUNITY THAT AQUABEAM PRESENTS. THE PRODUCT HAS ALREADY SMASHED ALL SALES ESTIMATES, CREATING AN UNPRECEDENTED FINANCIAL SUCCESS FOR WHITMOORE CHEMICAL COMPANY. THE RECALL OF AQUABEAM WOULD UNDOUBTEDLY HAVE A SIGNIFICANT IMPACT ON OUR BOTTOM LINE AND OUR MARKET POSITION.

GIVEN THE GRAVITY OF THE SITUATION, I ADVISE THAT WE CONVENE AN EMERGENCY MEETING WITH THE EXECUTIVE TEAM TO CAREFULLY WEIGH THE RISKS AND BENEFITS OF A RECALL. IT IS CRUCIAL THAT WE THOROUGHLY EVALUATE THE SCIENTIFIC FINDINGS, POTENTIAL PUBLIC SAFETY RISKS, AND THE FINANCIAL IMPLICATIONS FOR OUR COMPANY BEFORE MAKING A DECISION.

PLEASE LET ME KNOW YOUR AVAILABILITY FOR AN URGENT MEETING TO DISCUSS THIS MATTER FURTHER. WE MUST ACT SWIFTLY AND DECISIVELY TO ENSURE THE BEST POSSIBLE OUTCOME FOR WHITMOORE CHEMICAL COMPANY AND THE SAFETY OF OUR CUSTOMERS.

SINCERELY,

LOU GREGHORN
PUBLIC RELATIONS MANAGER
WHITMOORE CHEMICAL COMPANY — HOW CAN WHITMOORE DO MORE FOR YOU?



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