WHAT DOES THE FUTURE OF TOBACCO HARM REDUCTION LOOK LIKE?

ASH PARK

NICOTINE V CIGARETTES

Professor Michael Russell in 1976:

"People smoke for nicotine but they die from the tar"

Source: Health Education Council; Michael Russell. Low-tar medium-nicotine cigarettes: a new approach to safer smoking – British Medical Journal, 1976

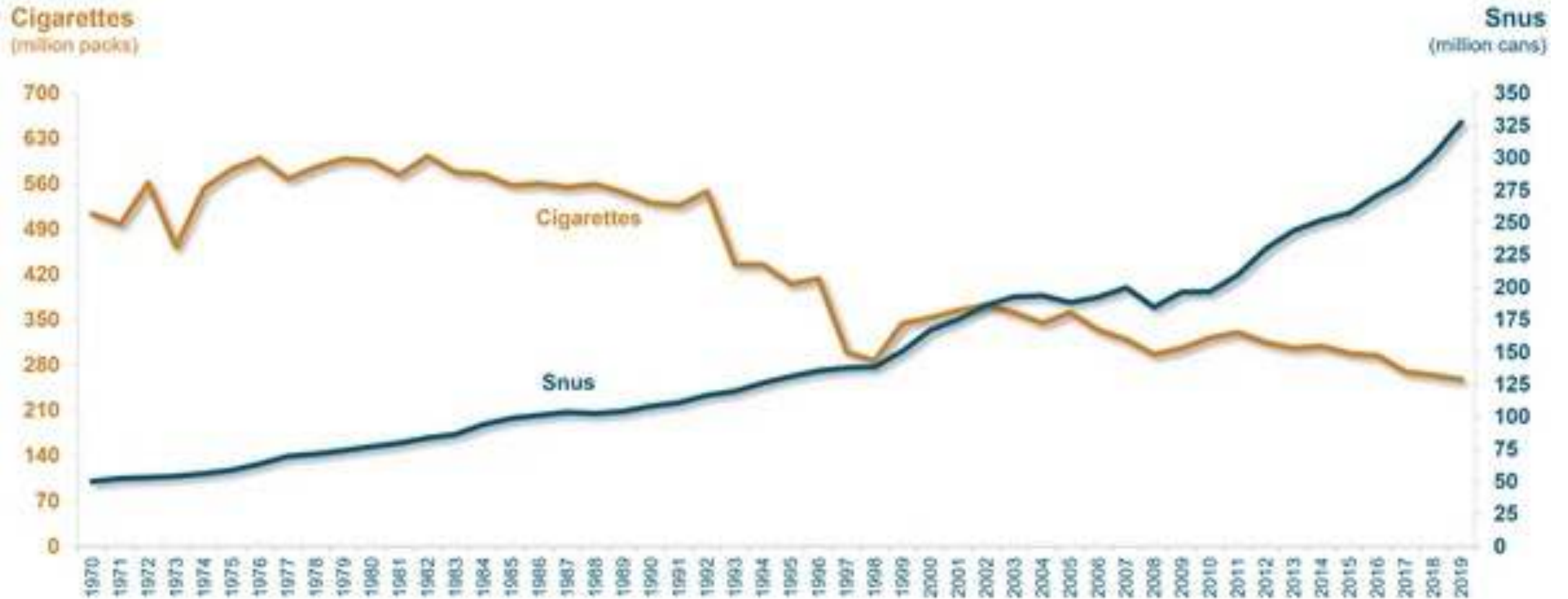# MANY CONSUMERS THINK NICOTINE CAUSES CANCER

South Africa 77%, India 68%, US 57%, Norway 52%, Japan 49%, Greece 47%, UK 43%
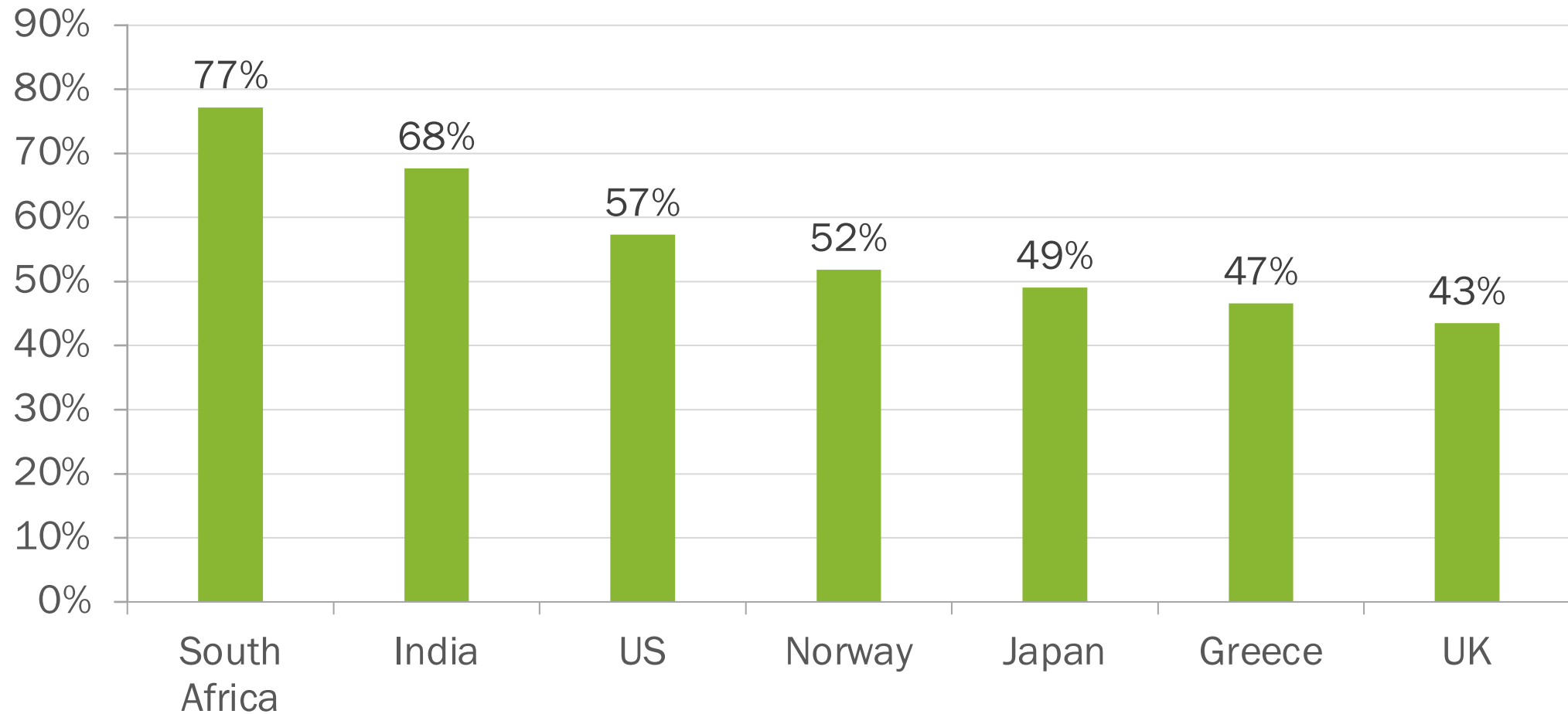
TOBACCO INDUSTRY IS SEEN AS A MAJOR PART OF THE PROBLEM

MAIN FORMS OF SAFER RECREATIONAL NICOTINE

Oral	E-Cigarettes	Tobacco Heating

THE SWEDISH EXPERIENCE

Source: Swedish Match

THE IMPACT OF HEATED TOBACCO IN JAPAN
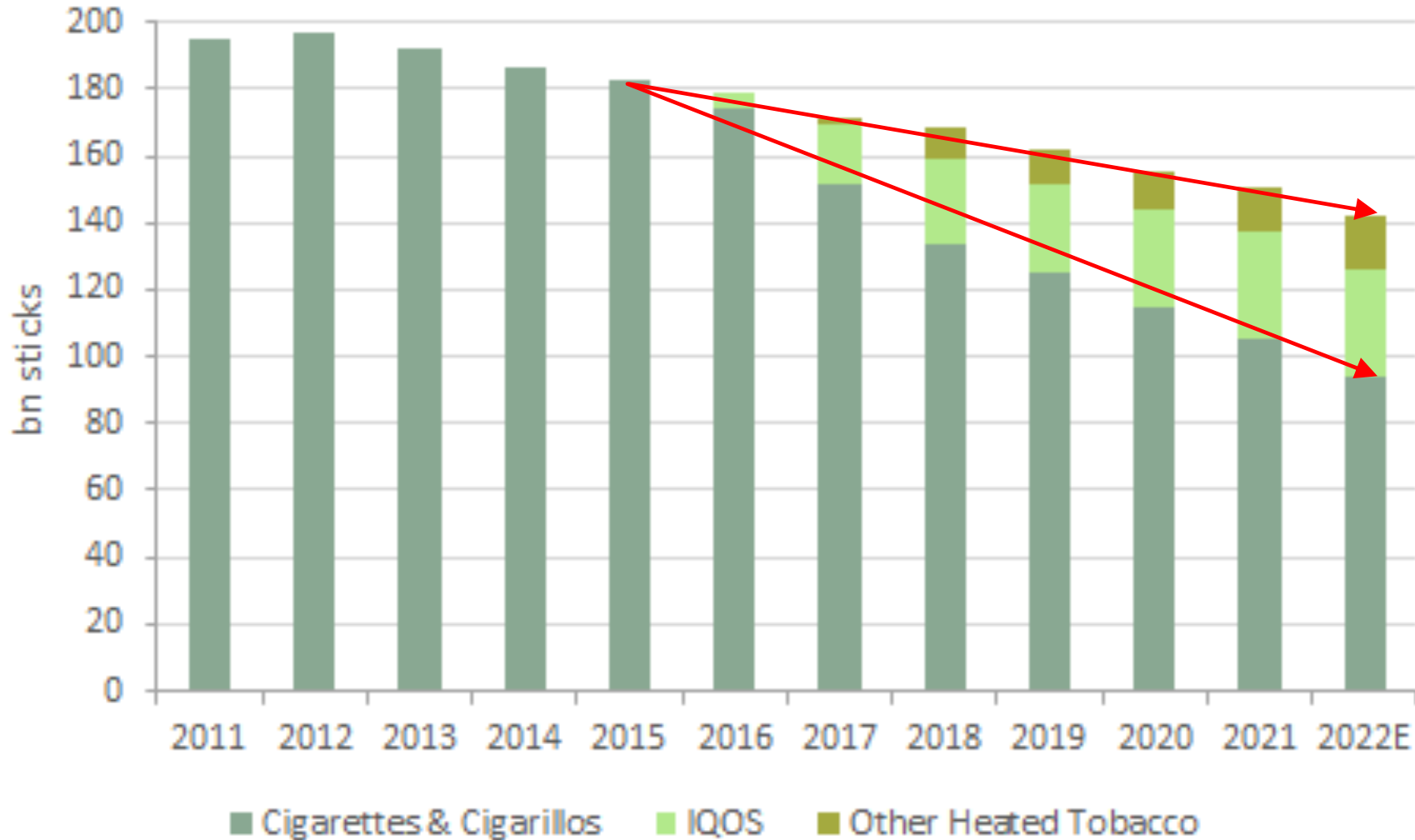
Total market down 22% since 2015

Combustibles down 49% since 2015!

Legend: Cigarettes & Cigarillos | IQOS | Other Heated Tobacco

SMOKING & VAPING PREVALENCE IN THE UK
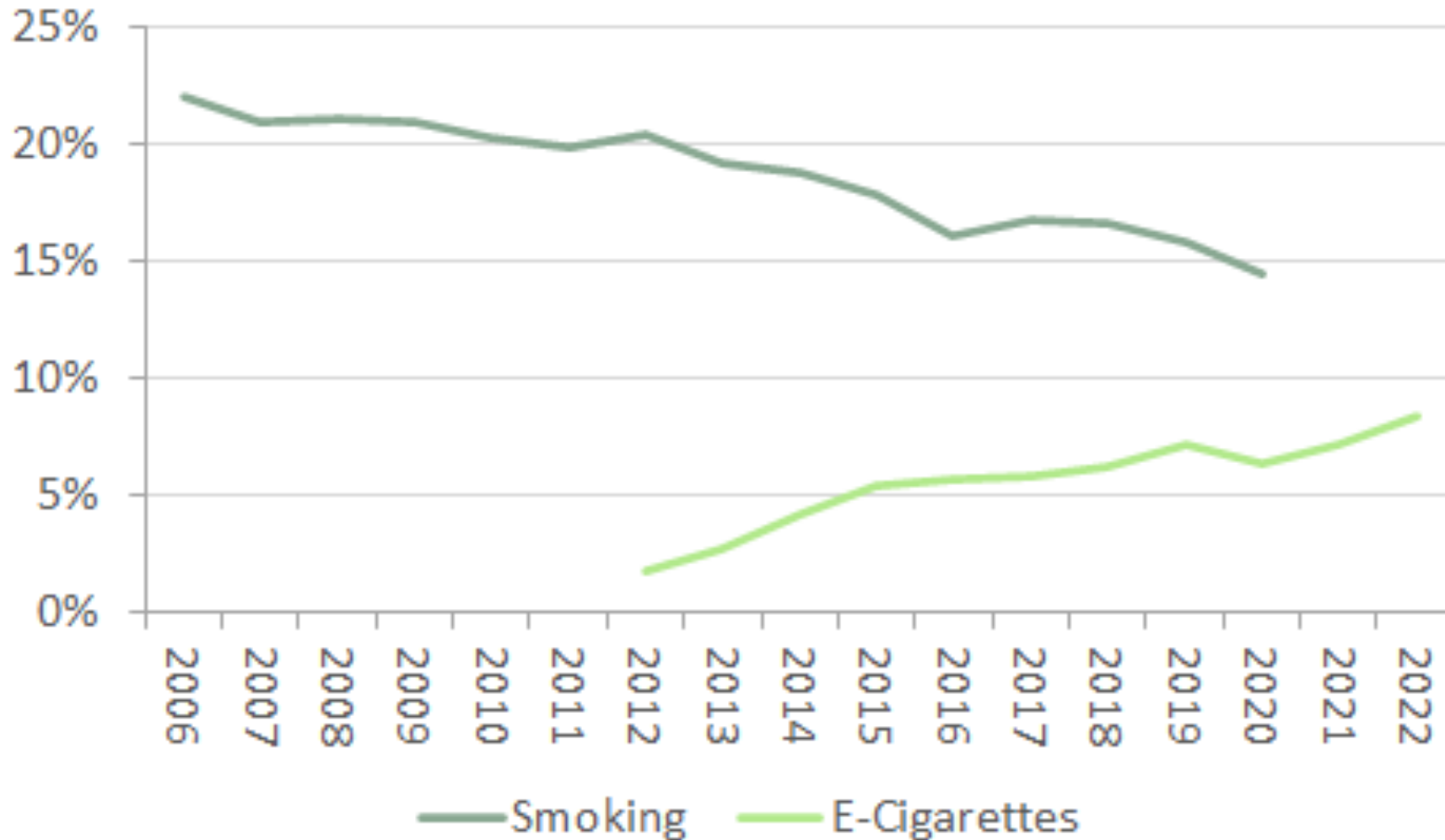
THE WHO'S STANCE ON E-CIGS & VAPING ('ENDS')

Electronic Nicotine Delivery Systems (ENDS) are addictive and not without harm.

ENDS should be strictly regulated for maximum protection of public health.

Children and adolescents who use ENDS can double their risk of smoking cigarettes.

Source: WHO Report on the Global Tobacco Epidemic, 2021: Addressing new and emerging products

SOME RECENT UK STATEMENTS ON E-CIGARETTES

"Based on the reviewed evidence, we believe that the 'at least 95% less harmful' estimate remains broadly accurate, at least over the short term and medium term periods. However, it might be more appropriate to summarise our findings using our other firm statement: that vaping poses only a small fraction of the risks of smoking."

Office for Health Improvement & Disparities

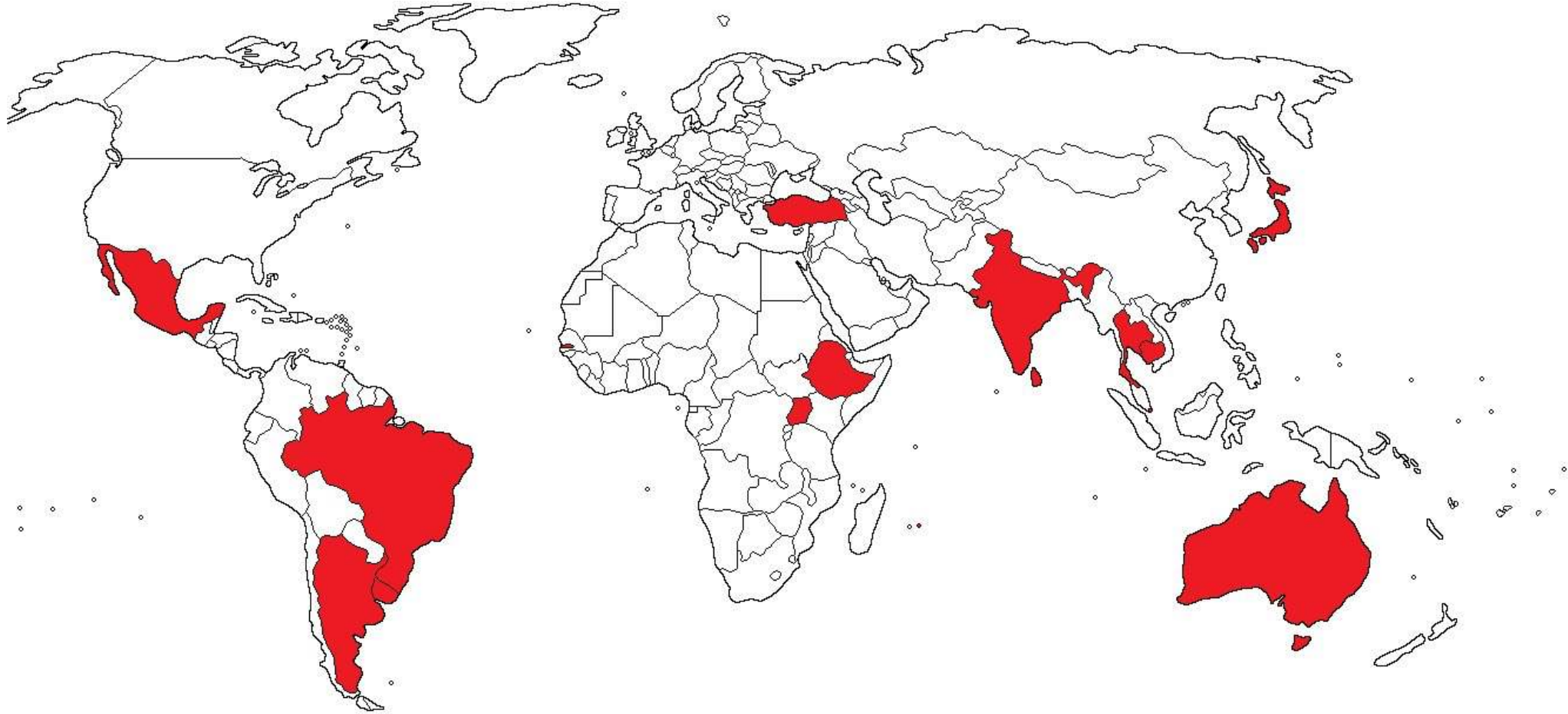*"There is high-certainty evidence that electronic cigarettes with nicotine increase quit rates compared with nicotine replacement therapy… We did not detect any clear evidence of harm from nicotine e-cigarettes when used to quit smoking."*

Cochrane Tobacco Addiction

VAPING BANS COVER ALMOST 1 IN 5 OF THE WORLD'S SMOKERS

Source: Global State of Tobacco Harm Reduction THR database, Ash Park

THE INDUSTRY IS MAKING PROGRESS, EVEN IF STILL LOTS TO DO

41.6% share
2,005.2 billion sticks

58.4% share
2,813.8 billion sticks

13.2%   13.0%   9.7%   3.8% 1.9%   50.1%

Companies acknowledging their role in, and making commitments to tackle, tobacco-related death and disease

Companies which do not acknowledge their role in, and make commitments to tackle, tobacco-related death and disease

- Philip Morris International Inc
- British American Tobacco Plc
- Japan Tobacco Group
- Imperial Brands Plc
- Altria Group Inc
- Swedish Match AB*

- China National Tobacco Corp
- Gudang Garam Tbk PT
- KT&G Corp
- Eastern Co SAE
- ITC Ltd
- Vietnam National Tobacco Corp
- Djarum PT
- Tobacco Authority of Thailand
- Swisher*

Source: Tobacco Transformation Index 2022

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THE CONSUMER IS THE PERSON WHO MATTERS!

INDUSTRY → ← REGULATORS

Consumers (million)

	0	200	400	600	800	1,000	1,200

Cigarettes (red bar to ~1,100)
Safer Nicotine (to ~110)

Millions of Consumers

■ Vaping ■ Heating ■ Snuff/Snus/Pouches

Source: Global State of Tobacco Harm Reduction, Ash Park