

TOBACCO INDUSTRY PLAYBOOK

📍 tfk.org



Tobacco companies are using e-cigarettes to save their industry, not to save lives.

The tobacco industry is aggressively marketing e-cigarettes, heated tobacco products (HTPs), nicotine pouches, and other emerging tobacco and nicotine products around the world. The industry has attempted to position these products as a healthy alternative to smoking, but this is simply the latest iteration of their decades-long effort to clean up their reputation so they can continue to profit from their deadly products.

The truth is that with cigarette use declining around the world, tobacco companies are pushing these products in order to hook a new generation on nicotine and keep profits high. While the industry claims these products are meant for smokers who cannot quit, their actions tell a different story.

The tobacco industry deliberately markets these products to young people through social media and is fighting hard to continue selling fruit- and candy-flavored products that appeal to children and youth. Tobacco companies design and aggressively market a dizzying array of products to appeal to kids and anyone else who will use them.

As a result, e-cigarette use among young people is on the rise. In many countries, youth uptake of e-cigarettes has rapidly increased and surpassed adult use.

THE FACTS

- The WHO has stated that e-cigarettes are “undoubtedly harmful.”
- No e-cigarette product has been approved by a government as a safe and effective cessation device, and research on their effectiveness is inconclusive at best.
- HTPs contain many of the same harmful emissions as cigarettes and there is insufficient evidence to show they are less harmful.
- E-cigarettes, heated tobacco products, and pouches contain nicotine, which is highly addictive and can harm adolescent brain development.
- Evidence continues to emerge about the harmful effects of e-cigarettes, including studies suggesting that using e-cigarettes can have negative effects on cardiovascular and respiratory health.
- Young people who start using e-cigarettes are more likely to end up smoking cigarettes.
- Many smokers who start using e-cigarettes or heated tobacco products continue smoking cigarettes, increasing their overall consumption and worsening their health risks.

The bottom line: Emerging products like e-cigarettes, heated tobacco products and nicotine pouches, are dangerous and addictive, especially for children and youth.

The tobacco industry is not interested in harm reduction. They are interested in their bottom line.

As long as the tobacco industry continues profiting off tobacco and nicotine products, it will be in the business of creating and sustaining addiction.

WHAT IS HARM REDUCTION?

Harm reduction is a public health strategy aimed at reducing risk from harmful substances. It requires research showing its effectiveness, strict regulation, tight product control, and the supervision of medical professionals. Genuine harm reduction products are only available to those who are already addicted to a harmful substance and cannot otherwise quit.

The tobacco industry's marketing of e-cigarettes and heated tobacco products has nothing to do with harm reduction. No legitimate harm reduction approach includes selling thousands of addictive products on the open market to smokers and non-smokers alike with limited or no regulation.

Harm reduction is legitimate. The industry's claims are not.

There is important work to be done to help reduce the health risks for those addicted to cigarettes and other tobacco products. To be effective, that work must be led by legitimate public health and medical professionals.

The interests of the tobacco industry are directly at odds with public health priorities. That is why tobacco companies continue to vigorously oppose policies proven to reduce the deadly smoking they claim they want to end.

Tobacco companies cannot be trusted on issues of public health and harm reduction.

Now is the time to take action.

Just like cigarettes and other addictive, harmful products, emerging tobacco and nicotine products like e-cigarettes, heated tobacco products, and nicotine pouches must be strictly regulated, if allowed on the market. Our leaders must enact regulations that follow the same guidelines for other tobacco products as outlined in the WHO's Framework Convention on Tobacco Control, including how these products are produced, marketed, sold, labeled, and taxed.

We need strong and comprehensive laws in place to continue to reduce smoking and control how these emerging products are sold and marketed to protect a new generation from suffering a lifetime of addiction and avoidable health harms.

■ E-CIGARETTES

■ HEATED TOBACCO PRODUCTS

NOVEMBER 1, 2023

TOBACCO INDUSTRY PLAYBOOK

