To be recognised by our members and relevant external bodies as an authoritative source of publicly available, credible science and best practices related to tobacco and its derived products.
Innovation, simply: “a new idea”

The opportunity: “its application for better solutions”

The problem: “do we trust it?”
INNOVATION IN THE TOBACCO INDUSTRY

1880 Bonsack rolling machine
1924 Menthol
50’s Filters (first patent 1925)
60’s Slims
70’s + PREPS*
2000’s Crushball

*Potentially Reduced Exposure Products – 70’s Alternative Smoking Material; 80’s Heated tobacco Products
INNOVATION: THE HARM REDUCTION OPPORTUNITY

- Greatest potential for reduced risk (individual & population)
- Increasingly meeting the needs of adult smokers
- Safety, Efficacy, Quality
- Step change in scientific innovation for product assessment
ADULT SMOKERS WANT ALTERNATIVES TO SMOKING TO HELP THEM QUIT, AND REDUCE HEALTH RISKS

The most frequently cited reasons for starting vaping:

**“to stop or reduce tobacco consumption”** and

**“believe that vaping was less harmful than using tobacco”**

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**Q814** Which of the following factors, if any, were important in your decision to start using e-cigarettes? (MAX. 3 ANSWERS) (% - EU)

- **TO STOP OR REDUCE YOUR TOBACCO CONSUMPTION** 61%
- **YOU BELIEVED THAT VAPING WAS LESS HARMFUL THAN USING TOBACCO** 31%
- **THEY WERE CHEAPER THAN TOBACCO** 25%
- **SO YOU COULD VAPE IN PLACES WHERE TOBACCO SMOKING IS NOT ALLOWED** 15%
- **YOU LIKED THE FLAVOURS OF E-CIGARETTES** 12%
- **YOUR FRIENDS USED E-CIGARETTES** 11%
- **THEY WERE COOL OR ATTRACTIVE** 6%
- **OTHER (SPONTANEOUS)** 2%
- **NONE (SPONTANEOUS)** 3%
- **DON’T KNOW** 0%

*Base: respondents who currently use or used e-cigarettes, N=1,565*

Source: Eurobarometer Survey / Attitudes of Europeans towards tobacco and electronic cigarettes - March 2017
40% OF UK ADULT SMOKERS HAVE NEVER TRIED A VAPING PRODUCT – THEY DON’T TRUST THE PRODUCT

Figure 9: Smokers perception of harm from e-cigarettes
GROWING PUBLIC HEALTH ENDORSEMENT AND SCIENTIFIC LITERATURE IS ENCOURAGING...BUT NOT SUFFICIENT

“Individuals should be encouraged to switch to the least harmful form of tobacco...exclusive use of e-cigarettes if preferable to [smoking]”

“Switching from tobacco cigarettes to vaping products will reduce a person’s exposure to many toxic and cancer-causing chemicals”

“Vaping poses only a small fraction of the risks of smoking and switching completely from cigarettes to vaping conveys substantial health benefits”

Source: Pub Med Feb 2018
SUBSTANTIVE SCIENCE IS REQUIRED TO EVALUATE AND REALISE HARM REDUCTION POTENTIAL
• Delivered robust methodology to compare products, emissions, and devise properties
• Guidelines, and collaborative studies
PRE-CLINICAL STUDIES – BUILDING TRUST BY DEVELOPING WEIGHT OF EVIDENCE TESTS FOR LONG-TERM HEALTH RISKS

- Shifting it’s focus to include NGP, and
- Predictive toxicology beyond standard tests
CLINICAL STUDIES – BUILDING TRUST BY UNDERSTANDING HEALTH IMPACT OF USE AND POTENTIAL TO REDUCE RISKS COMPARED TO SMOKING

- Identify gaps in total information and suggest work to close the gaps.
- To conduct inter-laboratory comparisons for selected biomarkers.
- To provide guideline for clinical studies allowing good comparison of studies.
- To develop tools for Consumer Reported Outcome Measures
PRE-MARKET CONSUMER STUDIES – BUILDING TRUST BY UNDERSTANDING PRODUCT USE BEHAVIOUR

- Identifying gaps in total information and suggest suitable work to provide the necessary information
- Defining use, product and risk perception
KEY TAKEAWAYS

• Science and innovation go hand in hand

• CORESTA plays a key role in meeting the scientific needs of NGP innovation

• Potential public health benefit will only be realised if scientists (both industry & academic), regulators, and the public health community work together:
  – robust scientific methodology for harm reduction
  – address data gaps
  – develop high product quality standards

• By working together we can build trust in innovation through science
Thank you.

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