

BUILDING TRUST **SCIENCE & INNOVATION**

Joseph Thompson | Kunming | 23 October 2018



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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”

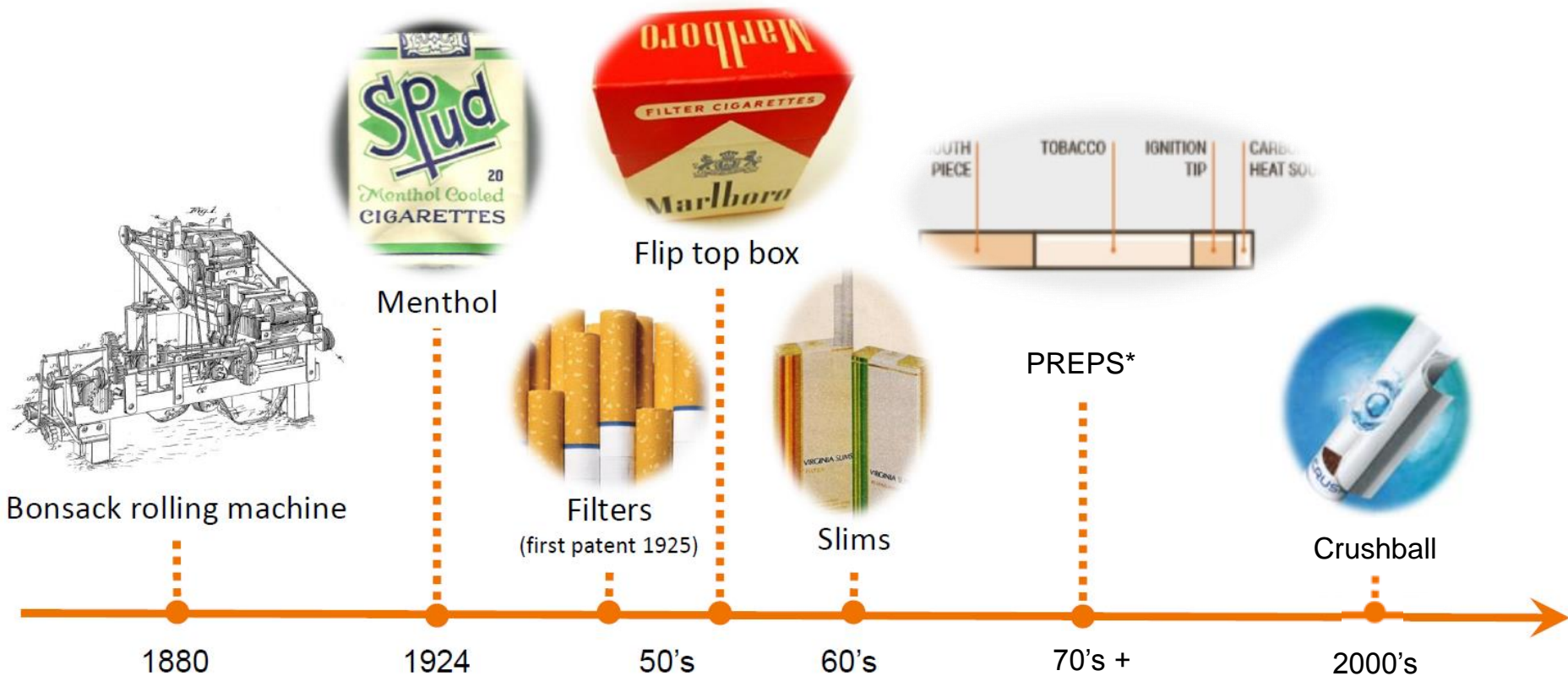
The problem: “do we trust it?”

INNOVATION IN THE TOBACCO INDUSTRY



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*Potentially Reduced Exposure Products – 70's Alternative Smoking Material; 80's Heated tobacco Products

INNOVATION: THE HARM REDUCTION OPPORTUNITY



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Crushball



NGP



- 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

2000's

ADULT SMOKERS WANT ALTERNATIVES TO SMOKING TO HELP THEM QUIT, AND REDUCE HEALTH RISKS



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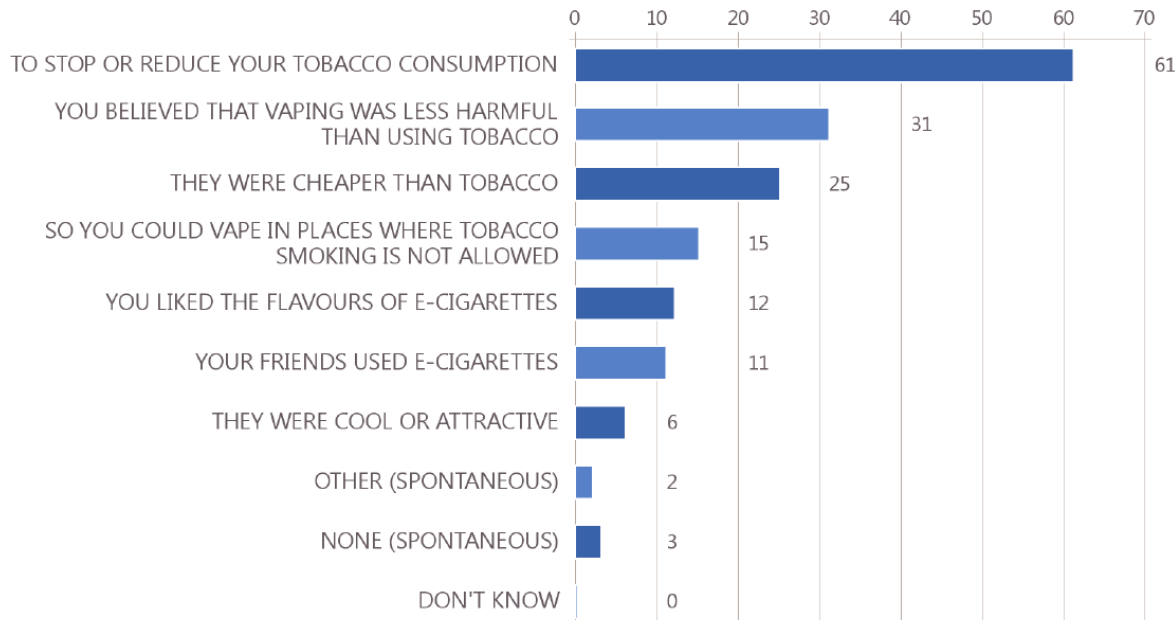
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The most frequently cited reasons for starting vaping:

“to stop or reduce tobacco consumption” and

“believe that vaping was less harmful than using tobacco”

QB14 Which of the following factors, if any, were important in your decision to start using e-cigarettes? (MAX. 3 ANSWERS)
(% - EU)



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

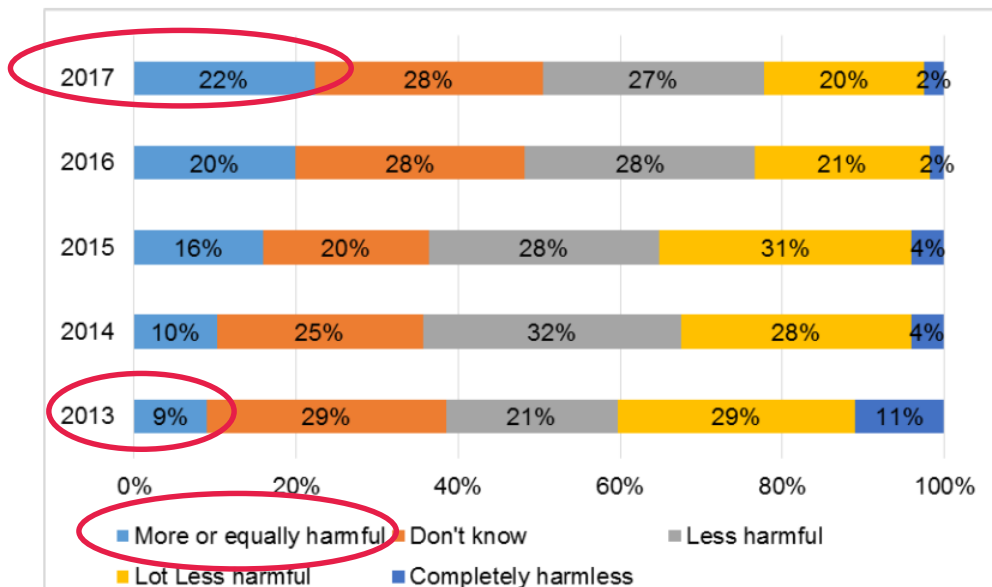
40% OF UK ADULT SMOKERS HAVE NEVER TRIED A VAPING PRODUCT – THEY DON'T TRUST THE PRODUCT



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Figure 9: Smokers perception of harm from e-cigarettes



Daily Mail

“E-cigarette Timebomb”

THE Sun

“Vaping As Bad As Fags”

GROWING PUBLIC HEALTH ENDORSEMENT AND SCIENTIFIC LITERATURE IS ENCOURAGING...BUT NOT SUFFICIENT



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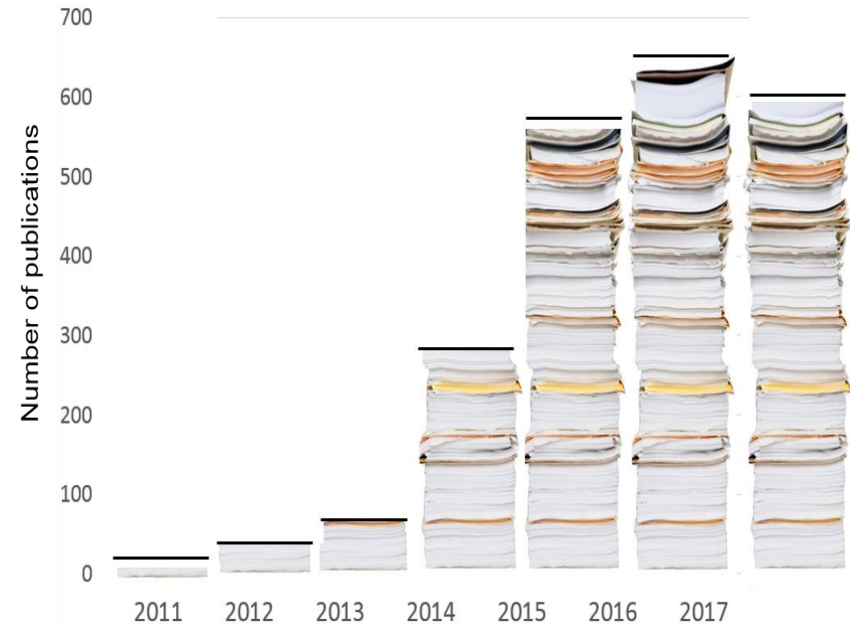
“Individuals should be encouraged to switch to the least harmful form of tobacco...exclusive use of e-cigarettes if preferable to [smoking]”



“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”



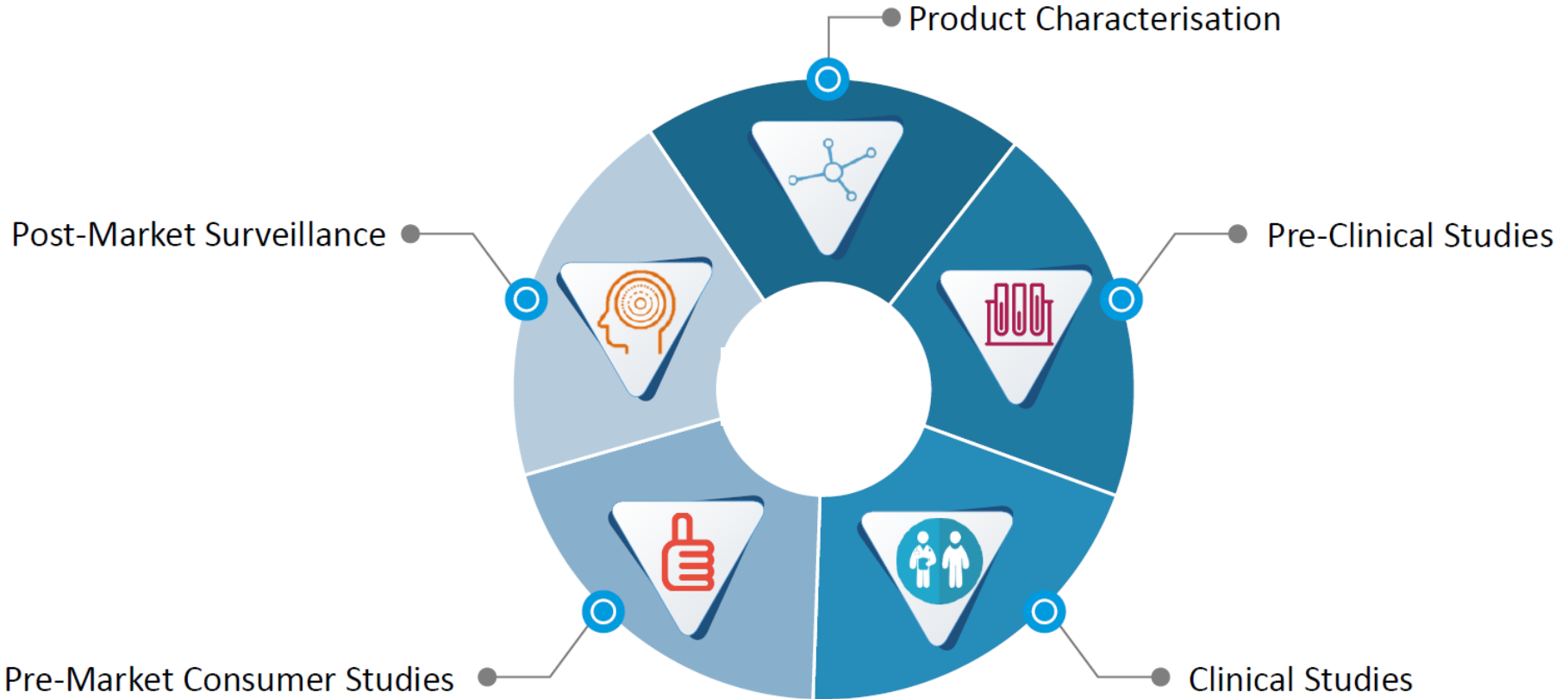
Source: Pub Med Feb 2018

SUBSTANTIVE SCIENCE IS REQUIRED TO EVALUATE AND REALISE HARM REDUCTION POTENTIAL



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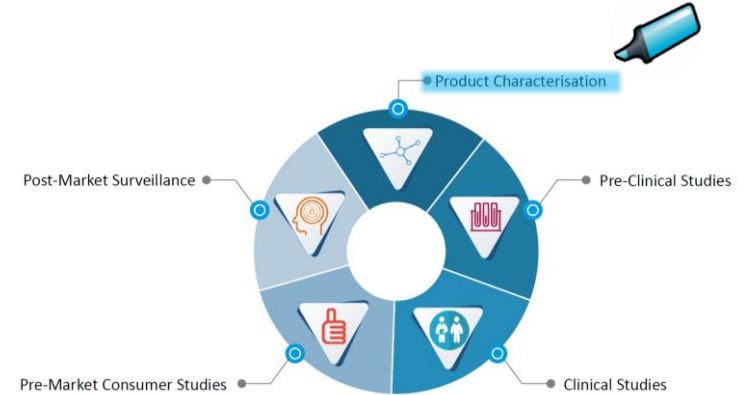


PRODUCT CHARACTERISATION – BUILDING TRUST BY GETTING THE BASICS RIGHT



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- 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

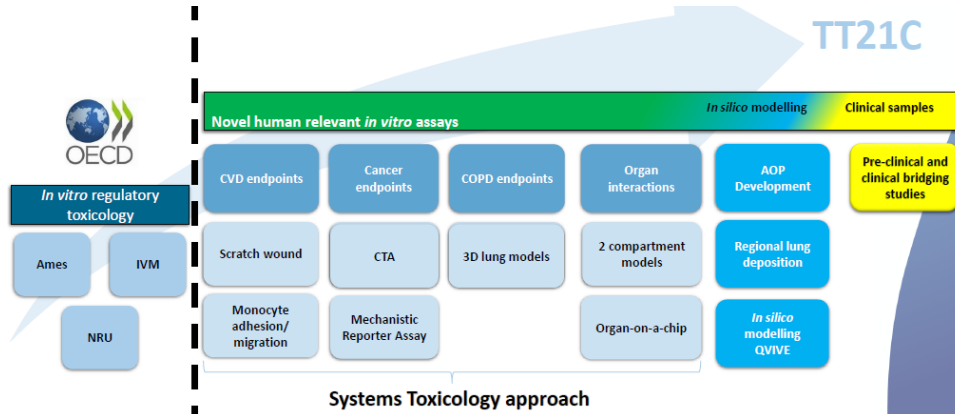


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Smoke Science

In Vitro Toxicity Testing
(SG-IVT)



- 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



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Smoke Science

Product Use Behaviour
(SG-PUB)

Biomarkers (SG-BMK)

Consumer Reported
Outcome Measure
(TF-CROM)

- 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

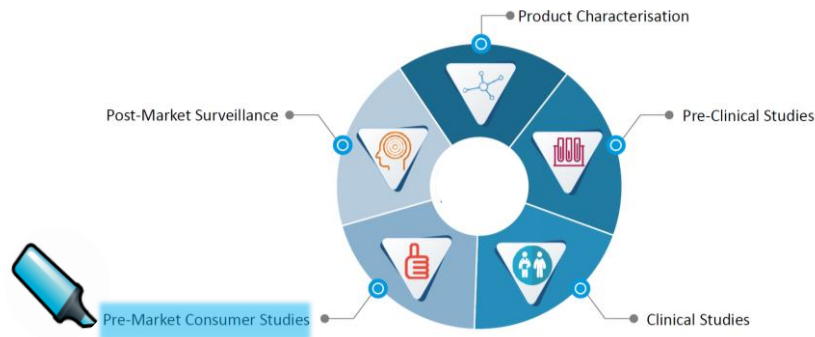


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Smoke Science

Product Use Behaviour
(SG-PUB)



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



- 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



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Thank you.

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