

# → BEYOND SMOKE

## TALKING TOBACCO HARM REDUCTION

### // WHAT'S HARM REDUCTION?



Harm reduction is a range of pragmatic policies, regulations and actions.



Reducing health risks by providing less harmful forms of products or substances, or by encouraging less risky behaviours.



Sun cream and seat belts are everyday examples of harm reduction in action.



Do they make sunbathing or driving 100% risk-free?



No – but they do make them less harmful by reducing the risk of illness or injury.



We believe non-combustible nicotine Next Generation Products (NGPs) are also an effective form of harm reduction for adult smokers who wish to continue using nicotine – relative to conventional cigarettes.

### // INTRODUCING TOBACCO HARM REDUCTION



Science demonstrates smoking a cigarette is the most harmful way to consume nicotine.



For adult smokers, the greatest risk of disease stems from burning tobacco and inhaling the smoke.



IMPERIAL  
BRANDS

SCIENCE

# // WHAT IS THR?



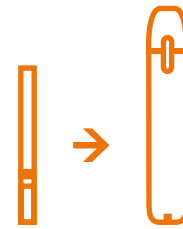
Tobacco smoke contains over 7000 chemicals – nicotine is one of them. Around 100 are classified by public health experts as causes or potential causes of smoking-related disease.



The undisputed best action adult smokers can take to improve their health is to stop all tobacco and nicotine use entirely, but many are not interested or willing to take this step.



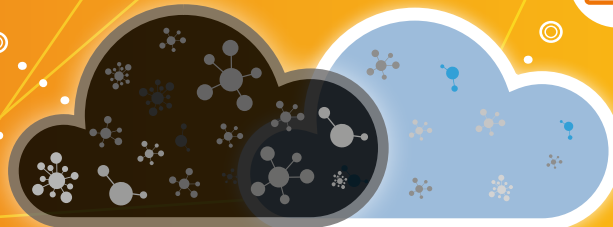
While the science suggests nicotine is addictive and not risk-free, it's **neither carcinogenic nor the primary cause of smoking-related diseases**.



Numerous public health bodies<sup>1</sup> believe transitioning to nicotine products that are substantially less harmful than inhaled tobacco smoke is their next best option – we agree.



Contains 7000+ chemicals, 100 of them harmful or potentially harmful.



CIGARETTE SMOKE

NGP VAPOUR



Contains significantly fewer and lower levels of harmful chemicals.

**That's the concept behind Tobacco Harm Reduction (THR).**

1. See: Public Health England, UK Science and Technology Select Committee, Action on Smoking and Health (ASH), ASH New Zealand, American Association of Public Health Physicians, Cancer Research, The UK Royal College of Physicians and others.

# // WHY NEXT GENERATION?

**We believe NGPs – whether vapes, heated tobacco or tobacco-free oral nicotine – represent a better choice for adult cigarette smokers.**



They all eliminate the process of tobacco combustion, meaning they contain and produce fewer and significantly lower levels of harmful chemicals compared to cigarette smoke.



As medicines, this is something traditional Nicotine Replacement Therapies (NRTs) often struggle to achieve.



To appeal to adult smokers, NGPs also provide nicotine satisfaction while replicating other sensorial and behavioural elements of the smoking 'ritual'.



Different NGPs demonstrate varying levels of harm reduction potential, but science suggests all are likely to be markedly less harmful relative to cigarettes.

The equation demonstrates that, to be effective forms of THR, NGPs must be both less harmful than cigarettes and used by a significant number of adult smokers instead of cigarettes.



# // EFFECTIVE THR IN ACTION

**Smoking rates are declining at an accelerated rate in countries where THR and NGPs are:**

- Supported by public health experts, regulators and policymakers.

- Assisted by pragmatic, risk proportionate regulation which encourages innovation and high product standards.

- Marketed responsibly and widely available to adult smokers.



Vaping is reducing the UK's smoking rate. 14.1% of adults now smoke, down from 19.3% in 2011.<sup>2,3</sup>



Sweden boasts a 5% daily smoking rate, the lowest in Europe. This is thanks the popularity of snus and other oral products.<sup>4,5</sup>



In Japan, heated tobacco's popularity has caused cigarette sales to plummet 5 times faster than before the NGP was available.<sup>6</sup>

2. Public Health England (2018) *Turning the Tide on Tobacco: Smoking in England Hits a New Low*.  
 3. Office for National Statistics (2020) *Adult Smoking Habits in Great Britain*.  
 4. Clarke, E. et al. (2019) *Snus, a compelling harm reduction alternative to cigarettes*. *Harm Reduction Journal* 16, 62.  
 5. The European Commission (2017) *Special Eurobarometer 459: Attitudes of Europeans towards tobacco and electronic cigarettes*.  
 6. Cummings, M. et al. (2020) *What is Accounting for the Rapid Decline in Cigarette Sales in Japan?* *Environmental Research and Public Health* 17(10), 3750.

**Not everyone agrees about the THR potential of NGPs. The reasons are varied, but can include:**



Some organisations continue to promote a 'quit or die' mindset. This is unhelpful at best, uncompassionate at worst for the millions of adult smokers for whom this isn't a realistic option.

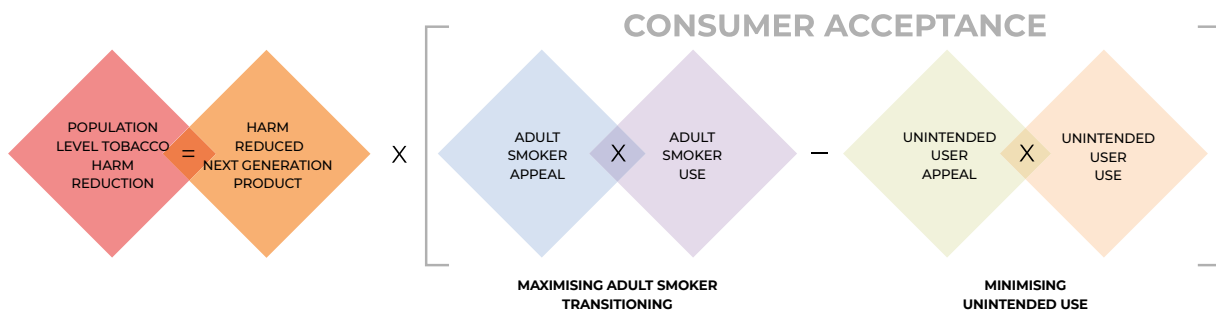


Misperceptions around the harm potential of nicotine, and its intricate relationship with smoking, endure.



Every adult smoker's transitional journey from cigarettes to NGPs is unique, meaning THR can be a challenging concept to convey.

Current evidence<sup>7</sup> shows NGPs are overwhelmingly used by previous or current smokers. However, there are legitimate concerns that their role in THR may be compromised if significant numbers of unintended users – like youth and 'never smokers' – begin using them. To fulfil THR's potential on a population level, NGPs must **maximise adult smoker transitioning** while **minimising unintended use**.



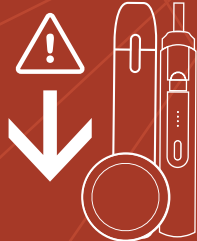
Finally, a mixture of contrary scientific data, confusing media headlines and manufacturer mistrust further muddy the THR waters.

7. See reviews by: Public Health England, Public Health France, ASH UK, The German Association for Tobacco Free Consumption, The British Medical Association, The UK Royal College of Physicians.

All these elements negatively impact THR's chances of success.

It's therefore crucial manufacturers, media and governments alike continue to educate the public, especially around the fact NGPs are:

1.



Although not completely risk-free, likely to be significantly less harmful than cigarettes.

2.



Only intended for adult smokers who would otherwise continue to smoke.



To reiterate; quitting all tobacco and nicotine use is the best action adult smokers can take to improve their health. Transitioning to harm reduced NGPs is their next best option.



In line with the principles of THR – and to positively impact public health – we believe the relative risk of NGPs compared to conventional cigarettes should inform evidence-based, risk proportionate regulation that encourages uptake among adult smokers.



As we proceed with the ongoing scientific substantiation of our NGPs to demonstrate the positive role they can play in THR, we also continue to engage with consumers, public health bodies and regulators on behalf of the world's billion-plus smokers.

FIND OUT MORE ABOUT OUR BELIEF IN THR, AND THE NGP SCIENCE CREATING A FUTURE BEYOND SMOKE, AT [WWW.IMPERIALBRANDSSCIENCE.COM](http://WWW.IMPERIALBRANDSSCIENCE.COM)