



E-CIGARETTES AND HEATED TOBACCO PRODUCTS

SMOKE-FREE PRODUCTS CAN BE A BETTER ALTERNATIVE FOR ADULTS WHO WOULD OTHERWISE CONTINUE TO SMOKE CIGARETTES. UNDERSTAND THE SCIENCE BEHIND THEM TO UNDERSTAND THE ROLE THEY CAN PLAY TO DELIVER A SMOKE-FREE FUTURE.

There are around 1.1 billion smokers in the world today.¹ Their best choice: to quit tobacco and nicotine altogether. However, many don't. Each year, more than nine in ten smokers continue smoking cigarettes. Adult smokers should have access to and accurate information about better alternatives to continued smoking, such as e-cigarettes and heated tobacco products (HTPs), provided they are scientifically substantiated and manufactured under the appropriate quality and safety standards.

Adult smokers have different preferences, which means that a range of smoke-free products is necessary to achieve a smoke-free future. It is important that they find smoke-free alternatives acceptable, so they can switch to them completely and abandon cigarettes.

WHAT DO HTPs AND E-CIGARETTES HAVE IN COMMON?

They don't burn tobacco and are smoke free. It is the burning of tobacco that produces the vast

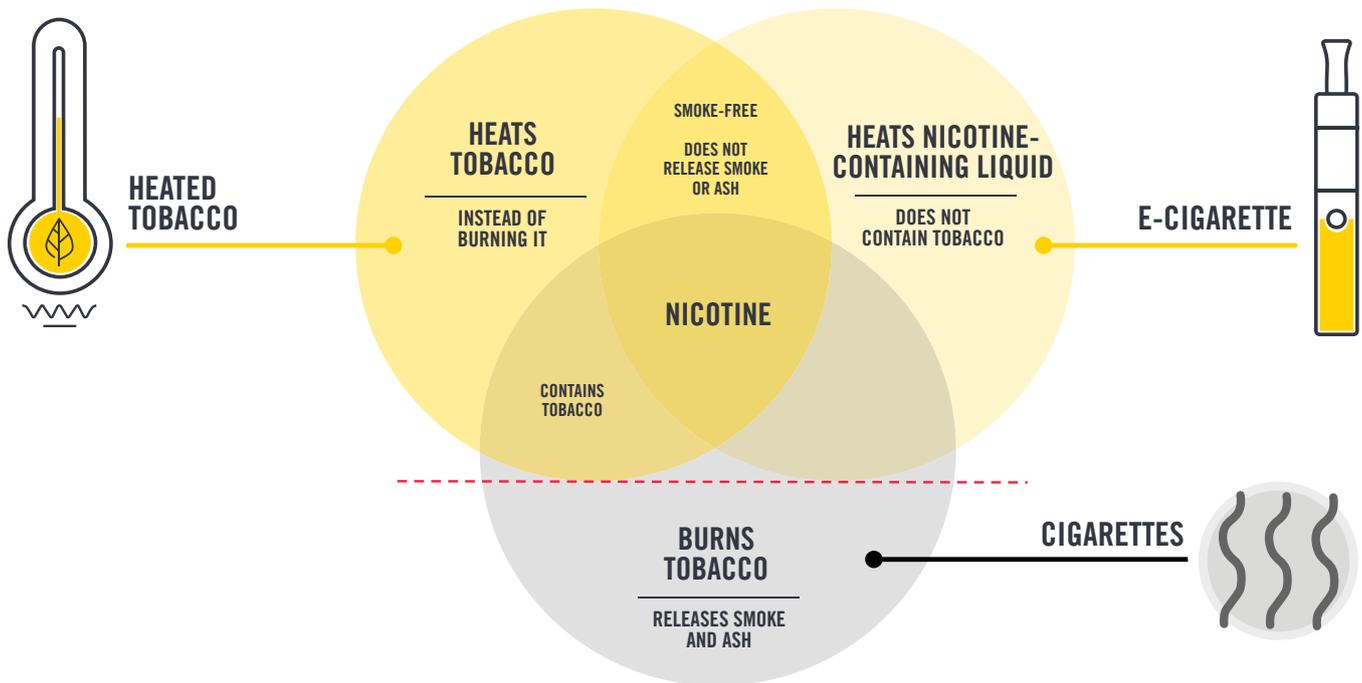
majority of harmful chemicals in cigarette smoke. By eliminating the burning—as is the case with smoke-free products—the levels of harmful or potentially harmful (HPHCs) chemicals generated can be significantly reduced. To determine if a product reduces emissions of HPHCs compared to cigarette smoke, it must be scientifically assessed. Provided that they are scientifically substantiated, and manufactured using the appropriate safety and quality controls, smoke-free products can be a much better choice than continued smoking. That said, it is important to note that these products are not risk-free and contain nicotine, which is addictive. These products are intended only for adults who would otherwise continue smoking, they are not an alternative to quitting tobacco and nicotine altogether which is the best choice any smoker can make.

A ROBUST PORTFOLIO OF VARYING SMOKE-FREE PRODUCTS CAN COMPLEMENT EXISTING TOBACCO CONTROL MEASURES.

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HOW DO E-CIGARETTES AND HTPS DIFFER?



E-cigarettes heat liquids that can be flavored, and usually contain nicotine derived from tobacco. On the other hand, HTPs use tobacco that is heated to a controlled temperature, below the level required for burning.

This releases an aerosol that is then inhaled. The aerosol includes nicotine, which is naturally present in the tobacco, and flavors.

Recognizing the role that **science-backed, smoke-free products** can play in moving adult smokers who would otherwise continue to smoke away from cigarettes, combined with the right regulatory encouragement and support from society, we can **collectively deliver a smoke-free future.**

1 WHO, Global report on trends in prevalence of tobacco use 2000-2025, <https://www.who.int/publications/i/item/who-global-report-on-trends-in-prevalence-of-tobacco-use-2000-2025-thirdedition>

