

REGULATION SHOULD ADAPT WITH AND FOSTER INNOVATION



REGULATION MUST ACCOUNT FOR—AND ADAPT TO—THE PACE OF SCIENTIFIC AND TECHNOLOGICAL PROGRESS

The best choice any smoker can make is to quit cigarettes and nicotine altogether. But many will continue to smoke.



REGULATION SHOULD ALLOW FOR ACCURATE INFORMATION ABOUT SCIENTIFICALLY SUBSTANTIATED BETTER PRODUCTS THAN CONTINUED SMOKING FOR ADULT SMOKERS

For those adult smokers who would otherwise continue to smoke cigarettes to switch to better alternatives, they must first be allowed to access accurate information about them.



ACCURATE INFORMATION CAN ENABLE INFORMED DECISIONS BY THOSE ADULTS WHO WOULD OTHERWISE CONTINUE TO SMOKE

Unfortunately, tobacco regulation in several countries was drafted many years ago, when better alternatives to continued smoking did not exist. This means that adult smokers are often precluded from receiving accurate information that would allow their informed decision making.

The aerosol from a smoke-free product can be fundamentally different from the smoke of a burning cigarette. If science substantiates that there is a difference between these products, shouldn't they be treated differently? And shouldn't adult smokers know about them? Regulation must account for, and adapt to, the pace of scientific and technological progress. The right mix of policy measures can maximize the opportunities that innovation offers, while at the same time minimizing its unintended consequences.