

REGULATION SHOULD ADAPT WITH AND FOSTER INNOVATION



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

Today there are around one billion smokers in the world. The World Health Organization predicts this number will remain roughly the same come 2025.¹ At Philip Morris International, we've spent over a decade developing smoke-free products, because adults who don't quit tobacco and nicotine altogether deserve better alternatives to continued smoking.

But for these smokers (who would otherwise continue to smoke cigarettes) to switch to better alternatives, they must first be allowed to access information about them. Unfortunately, laws in many countries around the world never contemplated these innovative alternatives and can constrain better consumer choice by limiting information about them.

The best choice any smoker can make is to quit cigarettes and nicotine altogether. But many will continue to smoke, in the absence of a better alternative.

Preventing these men and women from learning about and accessing science-backed smoke-free alternatives means accepting the *status quo* and

the fact the vast majority of them will continue to smoke cigarettes, the most harmful form of nicotine consumption.

An inclusive dialogue and an open mind about the role smoke-free alternatives can play in addressing a major global health problem are needed for the hundreds of millions of men and women who would otherwise continue smoking.

A NEED FOR REGULATION

The well-known risks of smoking have led regulators to impose restrictions and excise taxes on cigarettes, yet they remain legally available to adults around the world.

Tobacco and nicotine containing products are not risk-free and should be subject to strict rules and enforcement. However, not all of these products are the same, and consequently they should not be regulated in this same way.

The aerosol from a smoke-free product is fundamentally different from the smoke of a burning cigarette. If science validates that there

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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.

WE WANT A SMOKE-FREE FUTURE

Current regulations designed to prevent smoking and encourage cessation, alongside public health campaigns with the same ambition, are important initiatives to deliver a smoke-free future.

We support governmental efforts around this. However, a third pillar is needed that will enable better choices for those adults who would otherwise continue smoking. We are developing and testing products that deliver nicotine-containing aerosols with lower levels of harmful and potentially harmful chemicals compared with cigarette smoke, and expect that adult smokers will find satisfying enough to switch to completely.

We have invested \$9bn cumulative since 2008, employing 430 world-class scientists, engineers and technicians. On top of this, 15.3 million consumers have stopped smoking and switched to our electrically heated tobacco products.

To be clear, regulations should continue to dissuade people from starting to smoke and encourage cessation. But it's equally clear the millions of adults who continue to smoke should have the opportunity to switch to scientifically substantiated alternatives. There is no substitute for quitting altogether, but we believe we can together contribute to positively impacting public health—by recognizing the potential of smoke-free alternatives to continued smoking. That's why we are making major investments in developing smoke-free products.



REGULATION SHOULD REFLECT THE DIFFERENCES BETWEEN INNOVATIVE SMOKE-FREE PRODUCTS AND CIGARETTES, AND TREAT THEM DIFFERENTLY.

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-third-edition>

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