



PREVENTING INITIATION



OUR PRODUCTS ARE ONLY FOR ADULT SMOKERS WHO WOULD OTHERWISE CONTINUE TO SMOKE OR ADULT USERS OF NICOTINE CONTAINING PRODUCTS

We emphatically believe that youth and people who have never used tobacco or nicotine products or who have quit completely should not use tobacco or nicotine-containing products. Smoke-free products are for adults who would otherwise continue smoking. They are not an alternative to quitting and are not designed as cessation aids.



WE SUPPORT LAWS THAT PROHIBIT THE SALE OF TOBACCO PRODUCTS AND NICOTINE-CONTAINING PRODUCTS TO YOUTH AND STRICT ENFORCEMENT OF THESE LAWS

We support regulation aimed at ensuring that only adults can buy tobacco and other nicotine-containing products and support strict enforcement of minimum-age laws.



NICOTINE SHOULD NOT BE USED BY MINORS, FORMER AND NEVER SMOKERS AND PEOPLE WITH CERTAIN CONDITIONS

We articulated a set of rules—our Good Conversion Practices (GCPs)—to govern marketing and sale of our smoke-free products.