

SMOKE-FREE PRODUCTS DESERVE APPROPRIATE AND RISK-PROPORTIONATE REGULATION



WE SUPPORT AND ENCOURAGE THE REGULATION OF BOTH CIGARETTES AND SMOKE-FREE ALTERNATIVES

A growing number of public health and policy experts agree that regulation should follow a fundamental principle: products that carry different levels of risks should be regulated differently and in proportion to the risks they pose. We agree.



ADULTS WHO WOULD OTHERWISE CONTINUE TO SMOKE SHOULD HAVE ACCESS TO AND ADEQUATE INFORMATION ABOUT SCIENTIFICALLY SUBSTANTIATED BETTER ALTERNATIVES TO CONTINUED SMOKING

We support and encourage the regulation of both cigarettes and smoke-free alternatives, but in many countries, regulation has not been updated to take into account recent developments in science and technology.



RISK-PROPORTIONATE REGULATION IS KEY TO STRIKING THE RIGHT BALANCE

This prevents the many men and women who would otherwise continue smoking from learning about and accessing better alternatives to continued smoking, and in turn, means accepting the status quo and the fact they will continue to smoke, the most harmful form of nicotine consumption.

It's our view that all tobacco and nicotine products should be regulated. The question that remains is not if they should be regulated, but how they should be regulated.