

E-CIGs: MYTHS

UK SUCCESS STORY ?

Tobacco industry uses United Kingdom (UK) as a case study to promote the experimental devices as cessation tools. What it does not say is:

- UK population enjoys strict enforcement of plain packaging laws, smoke-free laws, and ban on point-of-sale display of traditional cigarettes;¹ and smoking is stigmatized.²
- E-cigarette sale in UK is highly regulated.³ Despite such regulation, concerns are being raised on youth vaping.⁴
- Some parts of UK (e.g., Wales) seek to ban the use of e-cigarette for fear it “renormalizes” smoking.⁵
- Leading UK trade group assesses that e-cigarettes should be banned unless, and until medically regulated.^{6,7}
- In UK studies, youth experimentation on vaping does not translate to use of traditional cigarette, but US studies show otherwise.⁸

SELLING TO ADULTS ONLY ?

1. More than 1/3 of youth in the US have tried e-cigarettes.⁹ Over 20% of high school students are current users.¹⁰
2. Tobacco industry claims that experimental products are meant to help adults quit smoking; but it is aware that there is a huge market for youth’s recreational use of the product. In fact, Altria (formerly Philip Morris) invested in Juul which is accused of marketing to kids.¹¹



TOBACCO COMPANIES

Big tobacco companies, including Altria Group Inc., British American Tobacco, and Reynolds American Inc., have invested in e-cigarettes.¹²

1. British American Tobacco: Vype
2. RJ Reynolds: Vuse
3. Altria (formerly Philip Morris): Mark Ten
4. Lorillard/ Imperial Tobacco UK: Blu
5. Philip Morris: (Heated Tobacco Product) IQOS

TOBACCO TACTICS

1. Philip Morris scientists admit irregularities in IQOS research: Studies only prove low exposure to toxins, but this does not equate to reduced risk of disease. Nevertheless, the tobacco company translates “low exposure” findings to “reduced harm.”¹³
2. Philip Morris promotes itself as “transformed” to provide public health solutions, and funded a Foundation for a Smoke-Free World. In the meantime, its products continue to be marketed to kids in developing nations.¹⁴

Heated Tobacco Products

The tobacco company claims that heating instead of burning tobacco is safer. If this is to be believed, the government, as a consumer safety measure, can demand a recall or ban of all unsafe products (traditional cigarettes), before replacing these with safer ones; instead of giving the manufacturer of harmful products an opportunity to further profit and inflict harm on consumers.



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