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From: Charles Hamshaw-Thomas [Charles@e-lites.co.uk]

Sent: Fri 9/20/2013 6:16 PM

To: Charles Hamshaw-Thomas

Cc:

Subject: 100 Words On E-Cigarettes: safe, popular and effective - so let's ban them!

Attachments:

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- **August 2013:** Goldman Sachs says “e-cigarettes are by far the most credible alternative to cigarettes”
- **September 2013:** The Lancet publishes research demonstrating e-cigarettes are at least as good as nicotine patches at reducing smoking
- **October 2013:** MEPs vote to impose legislation that destroys nearly all e-cigarette businesses

Is this the future? If medicinal regulation is approved on 8 October, MEPs will be effectively banning a product which health professors say is safe, bankers say is popular and academics say is effective. Europe's 12 million e-cigarette users ask MEPs to look at this expert evidence before voting on life and death...

*Charles Hamshaw-Thomas, Legal & Corporate Affairs Director for E-Lites*

#### Notes:

#### Winning the battle against Tobacco

- "We have increased conviction that consumption of e-cigs could surpass consumption of conventional cigs within the next decade." [Wells Fargo, June 2013](#)
- "...the first real possibility that cigarette smoking could be phased out" Professor Ann McNeill, Kings College London [Reuters, September 2013](#)
- E-cigarettes are “the most significant development in the history of the organised tobacco industry, stretching back some 200 years,” [Canaccord Genuity, July 2013](#)
- Tobacco company shares downgraded due to e-cigarette growth: [The Guardian, July 2013](#)
- E-cigarettes help smokers to quit even when they are not motivated: [Polosa Study, June 2013](#)

#### Reducing smoking faster than Pharmaceutical Products

- "E-cigarettes are by far the most credible alternative to tobacco cigarettes" [Goldman Sachs, August 2013](#)
- "E-cigarettes are more effective than nicotine patches" [The Independent, September 2013](#) quoting *Bullen, Lancet, September 2013*
- “Nicotine replacement therapy products represent a classic example of the stifling effect of medicinal regulation. There have been no major improvements since they were introduced 30 years ago” [Hajek, Lancet, July 2013](#)
- “The world should welcome the electronic cigarette” [The Economist, March 2013](#)
- “Regulating them as medicines is a really bad idea. It is extremely expensive. The only players able to afford medicinal licensing will be big tobacco. They will have no interest in developing them further.” Professor Peter Hajek on BBC, Sept 2013

#### Safe - e-cigarettes do not cause harm, regulation needs only to be light

- “The chemicals in e-cigarettes pose no health concern for users or bystanders” [Drexel University, August 2013](#)
- “The chemicals that make cigarettes dangerous are either absent in electronic cigarettes or present only in trace concentrations” [Lancet, July 2013](#)
- “The study indicates no apparent risk to human health from e-cigarette emissions” [Inhalation Toxicology, October 2012](#)
- “The risk is negligible, and compared with smoking there is no contest” [Professor Robert West, University College London, July 2013](#)
- “If all the smokers in Britain stopped smoking cigarettes and started smoking e-cigarettes we would save 5 million deaths” [Professor John Britton, Royal College of Physicians, February 2013](#)

### Legal:

- Medicinal regulation is “a very extreme and intrusive form of regulation” that is likely to be annulled [Legal Opinion, July 2013](#) from Sir Francis Jacobs KCMG QC, former Advocate-General to the European Court of Justice

### E-Lites:

This is the main brand of Zandera Ltd, the UK's largest e-cigarette company and believes tight regulation of product quality and safety is important



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# E-Lites

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