

## WIDEFJALL Lena

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**From:** Charles Hamshaw-Thomas <Charles@e-lites.co.uk>  
**Sent:** 13 August 2013 14:43  
**To:** Charles Hamshaw-Thomas  
**Subject:** 100 Words On E-Cigarettes: Is The EU's Tobacco Products Directive Playing Into The Hands Of Big Tobacco?

When do you think tobacco will finally become history with only a few eccentric smokers left? 2040, 2060, 2080? When historians write their definitive accounts they could see the TPD as another step in squeezing big tobacco. Yet, as it stands, the TPD will go down as a catastrophic own-goal which instead squeezed to death the main competitor to tobacco – e-cigarettes. By shackling e-cigarettes with the immense cost of medicinal regulation the TPD will do the tobacco industry a huge favour. If that is not the intention of MEPs, they should either delay the TPD or decouple e-cigarettes from it.

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

### Notes:

- Medicinal regulation: The Lancet: [http://www.thelancet.com/journals/lanres/article/PIIS2213-2600\(13\)70124-3/fulltext](http://www.thelancet.com/journals/lanres/article/PIIS2213-2600(13)70124-3/fulltext)
- E-cigarettes lead to stopping smoking: Polosa, June 2013  
<http://www.plosone.org/article/info%3Adoi%2F10.1371%2Fjournal.pone.0066317#s4>
- The effectiveness of 'harm reduction' <http://www.clivebates.com/?p=1205>
- E-Lites is the main brand of Zandera Ltd, the UK's largest e-cigarette company
- E-Lites believes tight regulation of product quality and safety is important



**E-Lites**

Charles Hamshaw-Thomas | Director of Legal & Corporate Affairs  
+ 44 (0) 7715 091 254 | + 44 (0) 1527 573 492 | [www.E-Lites.co.uk](http://www.E-Lites.co.uk)  
Zandera Ltd, 18 Buntsford Park Road, Bromsgrove, Worcestershire B60 3DX

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