

WIDEFJALL Lena

From: Charles Hamshaw-Thomas <Charles@e-lites.co.uk>
Sent: 23 August 2013 17:49
To: Charles Hamshaw-Thomas
Subject: 100 Words On E-Cigarettes: The Only Reason For Medicines Regulation...

...is to safeguard public health. If it were clear that there were significant health worries over e-cigarettes then, even though the heavy regulatory burden would retard the market by increasing prices and reducing choice, it would be prudent to impose. Over the last sixty years hundreds of academic studies have shown the huge harm of tobacco cigarettes. Yet they are not medicinally regulated. Over the last five years dozens of academic studies have concluded that e-cigarettes are both safer than cigarettes and helpful at reducing smokers' dependency on tobacco. So why would MEPs logically vote for regulating e-cigarettes as medicines?

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

Notes:

- The Lancet, July 2013: "...the chemicals that make cigarettes dangerous are either absent in electronic cigarettes or present only in trace concentrations ..."
- Professor Robert West of University College London: "... the risk is negligible, and compared with smoking there is no contest"
- Professor John Britton of the Royal College of Physicians: ".... if all the smokers in Britain stopped smoking cigarettes and started smoking e-cigarettes we would save 5 million deaths a massive potential public health prize"
- 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
Zandera Ltd, 18 Burtsford Park Road, Bromsgrove, Worcestershire B60 3DX

This email and any attachments to it may be confidential and are intended solely for the use of the individual to whom it is addressed. Any views or opinions expressed are solely those of the author and do not necessarily represent those of Zandera Ltd/E-Lites. If you are not the intended recipient of this email, you must neither take any action based upon its contents, nor copy or show it to anyone. Please contact the sender if you believe you have received this email in error.



[Check out our latest advert on YouTube!](#)

This email has been scanned by the Symantec Email Security.cloud service.
Provided by ATG-IT - www.atg-it.co.uk
