

WIDEFJALL Lena

From: Charles Hamshaw-Thomas <Charles@e-lites.co.uk>
Sent: 27 September 2013 19:47
To: Charles Hamshaw-Thomas
Subject: 100 Words On E-Cigarettes: Would You Vote For A Big Subsidy For The Tobacco Industry?

No? So would it be logical to vote for a massive cost burden to be imposed on their main competitor? This is what Linda McAvan's medicinal regulation of e-cigarettes is. All manufacturers would have to build pharmaceutical grade factories costing tens of millions of Euros. Add to that annual regulatory costs of several hundred thousand Euros per product. It's no wonder that e-cigarette competitors – deadly tobacco and ineffective nicotine patches – are so enthusiastic for these costs to be added to e-cigarettes. The evidence is clear. As the philosopher Pascal said: "there is enough light for those who desire to see."

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

Notes On E-Cigarettes

- "Careless regulation costs lives... Politicians should stand back and let a thousand e-cig brands bloom." [The Economist, September 2013](#)
- "The rationale for intervening in this way is weak and unconvincing" [Bates & Stimson, September 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, Wolfson Institute of Preventive Medicine on BBC, Sept 2013

E-Lites

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



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