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**From:** Charles Hamshaw-Thomas [Charles@e-lites.co.uk]  
**Sent:** 05 September 2013 09:41  
**To:** Charles Hamshaw-Thomas  
**Subject:** 100 Words On E-Cigarettes: Why The Tobacco Companies Will Love Linda McAvan  
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The oldest trick in the book? Create a Directive which most MEPs agree on and then hide in it something less attractive. Most MEPs want tougher regulation on tobacco packaging. But many are very unhappy Linda is bouncing them into imposing crushing regulation on e-cigarettes. That suits tobacco companies – because e-cigarettes are reducing their sales - but horrifies public health experts. Linda has produced no evidence that e-cigarettes are unsafe. She has no explanation for why e-cigarettes should be regulated more toughly than tobacco. 12 million Europeans use e-cigarettes. Their lives will be damaged if the TPD is rushed through.

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

1. Wells Fargo, January 2013: “within 10 years there could be more e-cigarette users than cigarette smokers”
2. The Guardian, July 2013: reported the downgrading of shares of British American Tobacco and Imperial Tobacco because of the growth of e-cigarettes
3. Professor Gerry Stimson, Clive Bates, Konstantinos Farsalinos MD and Jacques Le Houezec, September 2013: “the impact of e-cigarettes on public health will vastly overshadow all other measures in the TPD”
4. Drexel University, August 2013: “chemicals in e-cigarettes pose no health concern for users or bystanders” August 2013,
5. Professor Robert West, University College London: “the risk is negligible, and compared with smoking there is no contest”
6. E-cigarette users stop smoking tobacco: Polosa, June 2013 <http://www.plosone.org/article/info%3Adoi%2F10.1371%2Fjournal.pone.0066317#s4>
7. E-Lites is the main brand of Zandera Ltd, the UK’s largest e-cigarette company
8. E-Lites believes tight regulation of product quality and safety is important

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