

## WIDEFJALL Lena

---

**From:** Charles Hamshaw-Thomas <Charles@e-lites.co.uk>  
**Sent:** 09 July 2013 14:54  
**To:** Charles Hamshaw-Thomas  
**Subject:** 100 Words on E-Cigarettes: When does a politician become a statesman? – part 2 of 2

*If a leader declares war thousands of lives are at stake. If tomorrow the ENVI committee in Brussels makes mistakes on e-cigarette regulation hundreds of thousands could die. Why? Well because financial analysts at Wells Fargo estimate that within 10 years e-cigarettes could overtake tobacco sales. Yet by forcing them to be regulated as medicines when tobacco cigarettes are not, the Tobacco Products Directive puts endless road blocks in the way of e-cigarettes. E-cigarettes haven't killed anyone. Tobacco cigarettes kill 700,000 Europeans every year. One every 45 seconds. So if morality means anything, then who could vote against e-cigarettes?*

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

### Notes:

1. The Polosa study from the University of Catania.  
<http://www.plosone.org/article/info%3Adoi%2F10.1371%2Fjournal.pone.0066317#s4>
2. Other research from across Europe shows a growing academic consensus that traditional 'tobacco control methods' are less effective than the 'harm reduction' approach of nicotine replacement. See  
<http://www.clivebates.com/?p=1205>
3. An academic survey of 25,000 adults in the UK found evidence of e-cigarettes being a gateway from tobacco and called for government to educate consumers about the benefits of e-cigarettes.  
<http://ntr.oxfordjournals.org/content/early/2013/05/21/ntr.ntt057.long>
4. E-Lites is the main brand of Zandera Ltd, the UK's largest e-cigarette company and one of its fastest growing companies. It has an estimated 40% of the retail market and its "E-Lites" brand is sold in over 14,000 shops including Sainsbury's, Morrisons and WH Smith.
5. Zandera believes that tight regulation over product quality and safety is important. However it sees no credible reasons for making e-cigarettes harder to sell and for smokers to buy than tobacco cigarettes.



Charles Hamshaw-Thomas | Director of Legal & Corporate Affairs  
+ 44 (0) 7723 031358 | + 44 (0) 1527 573492 | [www.E-Lites.co.uk](http://www.E-Lites.co.uk)  
Zandera Ltd, 18 Buntsford 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](http://www.atg-it.co.uk)

---