
From: Charles Hamshaw-Thomas [Charles@e-lites.co.uk]
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Subject: 100 Words on E-Cigarettes: When does a politician become a statesman? – part 1 of 2

Ahead of next week's vote on the Tobacco Products Directive more evidence has arrived showing that e-cigarettes are a powerful tool for reducing tobacco dependence. The Polosa study in Italy shows smokers, who were not even aiming to quit, being able to give up tobacco. Not assertions from campaigners but yet another academic paper endorsing e-cigarettes. So will the ENVI committee's statesmen and women be fearless in going wherever the truth leads them? Even if that means enthusiastically supporting e-cigarettes? Or will mere politicians retreat into pseudo pharmaceutical jargon? Stören Sie mich nicht mit den Beweisen, meine Meinung steht fest.

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, Europe's largest e-cigarette company.
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.

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