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**From:** Dac Sprengel [dac.sprengel@vd-eh.de]  
**Sent:** 09 July 2013 10:50  
**To:** SCHLYTER Carl  
**Subject:** Tobacco Products Directive: e-cigarettes

Dear Mr. Schlyter,

tomorrow you will vote on the final report on the new Tobacco Products Directive that the European Parliament ENVI Committee will send to plenary. By allowing electronic cigarettes to develop as a tobacco product, you could be saving millions of lives in the future. But regulating them as medicines would do precisely the opposite, denying current users access to products that work and forcing them back to tobacco, which will kill at least half of them. Additionally, the only party which could afford and await medical approval would be just the tobacco industry.

The competing product to the tobacco cigarette needs to be positioned at the same place to reach every smoker at his free choice to be successful. In pharmacies, there only would be established a competition to smoking cessation products. Although medical law is practised differently in the european countries, market harmonization would be damaged, too.

The european e-cigarette vendors associations (except for France, which will not accept any regulation) including Great Britain, Italy, Greece, Germany and the Netherlands urge you to safeguard and properly regulate the position of electronic cigarettes as a viable alternatives for smokers of conventional cigarettes in the European Union. I call on you to **oppose any amendment to Ms McAvan's draft report that seeks to regulate electronic cigarettes as medicinal products**. They do not qualify for this product category and would lead to a *de facto* ban of electronic cigarettes across the EU. Consolidated amendment 57 seeks to qualify electronic cigarettes as medicines and needs to be opposed.

Instead I urge you to **support consolidated amendment 58**, which seeks to establish a strict yet pragmatic regulatory framework for electronic cigarettes and ensuring a high level of quality and safety while providing current smokers with the choice for a less harmful alternative. Several improvements wished by us like nicotine limitation to 3.6% and flavour limitation to tobacco characters easily could be applied in the further workout.

I remain at your disposal for any additional information or clarification you should wish; thank you very much.

Kind regards

Dac Sprengel  
Vorsitzender / Chairman



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