
From: Charles Hamshaw-Thomas [Charles@e-lites.co.uk]

Sent: 25 June 2013 19:44

To: Charles Hamshaw-Thomas

Subject: 100 Words on E-Cigarettes: Smoking Out The European Lobbyists

Every 45 seconds someone in the EU dies of a tobacco related disease. Yet the Tobacco Products Directive is labelling e-cigarettes as “medicinal products” which will result in vastly differing national policies. Britain’s focus on product quality may allow consumers to drive the growth of e-cigarettes but insistence in other European countries for full medicinal classification will kill sales. And smokers. Effective bans on e-cigarettes are a scandal in the making. How long until vastly differing death rates prompt media investigations into who was lobbying whom? And how long did it take you to read this?

Charles Hamshaw-Thomas, Legal & Corporate Affairs Director for Zandera Ltd, maker of the UK’s biggest e-cigarette brand, *E-Lites*

Notes:

1. 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>

2. 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>

3. 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.

4. 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_email_footer](#)

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.

 [E-Lites_advert](#)

[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
