

INFORMATION SHEET ABOUT MEETING/CONTACTS WITH THE TOBACCO INDUSTRY	
Date of the meeting:	26 February 2013
Time and duration of the meeting:	14:35-15:05
Place of the meeting:	Hemicycle bar, European Parliament
Participants in the meeting :	<ul style="list-style-type: none"> • Charles Hamshaw-Thomas (E-Lites - UK) registered under 965809310669-13 Zandera Limited in the transparency register • Jill Evans (MEP - Greens/EFA)
Short minutes of the meeting:	<ul style="list-style-type: none"> • CHT expressed concerns over proposal - will take product off shelf? • CHT explained benefits of e-cigarettes as according to E-Lites (no tobacco involved etc) • CHT explained that E-Lites see e-cigarettes as neither tobacco product nor nicotine replacement, they are a consumer product. Not tobacco nor medicine. • JE asked if E-Lites had spoken to the Commission • CHT replied no and said that they would seek to do so • CHT explained E-Lites are market leader in UK. Better than other companies as other companies make disposable cigarettes, E-Lites are rechargeable • CHT asked how to approach Carl Schlyter • JE said she would send Carl an email to say she had met with CHT
Documents/material received before/during or after the meeting	<ol style="list-style-type: none"> 1. http://www.bbc.co.uk/news/health-21408502 2. <i>Briefing note re European Tobacco products Directive 2012/0366...</i> (see attached)



E-Lites

Strictly Private & Confidential – February 2013
Briefing Note re European Tobacco Products Directive 2012/0366(COD) (EUTPD)
and electronic cigarettes (e-cigs)

"... nicotine containing products that either have a nicotine level exceeding 2 mg, a nicotine concentration exceeding 4 mg per ml or whose intended use results in a mean maximum peak plasma concentration exceeding 4 mg per ml may be placed on the market only if they have been authorised as medicinal products..."

Chapter V Article 18

The effect of the above (the Proposal) will be to require removal from the market of virtually all e-cigs pending their authorisation as medicinal products, despite being proven to be capable of being a satisfactory alternative to cigarettes.

- 1. Why would governments restrict their availability and make it harder to put e-cigs on the market than the harmful products they are designed to replace?**
- 2. Removing existing e-cigs from the market would be detrimental to the overall aim of the European Union (EU) to promote the well-being of its people, it would do more harm than good and it would be counter-productive.**

WHAT ARE E-CIGS?

- **an electrical consumer product proving popular with smokers as an alternative to cigarettes**
- **battery powered, the smoker inhales a vapourised liquid solution containing nicotine to simulate the act of smoking**
- **e-cigs are widely recognised as being safer than cigarettes**
- **the benefits of e-cigs:**
 - **no tobacco, smoke or tar ie no exposure to the 4,000 toxins and carcinogens found in tobacco smoke** (the e-cig's liquid solution has four ingredients: pharmaceutical grade nicotine, propylene glycol, food grade flavourings and water)
 - **no risk posed to non-smokers from environmental tobacco smoke/'passive smoking'**
 - **no smell, no litter, no fire risk**
- **they are widely recognised by leading public health experts and bodies as being able to reduce the harm caused by smoking**

"... if all the smokers in Britain stopped smoking cigarettes and started smoking e-cigs we would save 5 million deaths a massive potential public health prize ..."

Professor John Britton, Leader of Tobacco Advisory Group Royal College of Physicians February 2013

".... there is little real world evidence of harm from e-cigs to date, especially in comparison to smoking... consequently they represent a safer alternative to cigarettes ..."

UK Action on Smoking & Health (ASH) January 2013

"... informing smokers about e-cigarettes and increasing access to these products is the best way we have to save millions of lives"

Dr Gilbert Ross, Executive Director American Council on Science and Health (ACSH)



E-Lites

- e-cigs are marketed and sold only to adults who are smokers
- **described by UK Trading Standards as ‘... a code any industry would be proud to have ...’ the Electronic Cigarette Industry Trade Association (ECITA)’s Industry Standard of Excellence (ISE) provides a regulatory framework for e-cigs;** ISE certification (with a bi-annual audit process) ensures compliance with (and in many cases surpasses) all relevant consumer protection legislation, rules and regulations relating to product/quality/safety & marketing standards and is being used and reviewed for adoption and formal recognition in certain Member States
- e-cigs are **designed as an alternative to smoking cigarettes** - they don’t contain tobacco and they deliver levels of nicotine directly comparable to cigarettes which, with the ‘hand to mouth’ behavioural component, provides an overall product **acceptable to smokers**
- **e-cigs are not nicotine replacement therapy (nrt) products** – those products are designed by pharmaceutical companies and are presented as aides to help smokers stop smoking cigarettes (which necessitates medicinal authorisation)

OUR POSITION RE THE PROPOSAL

- **we are not selling a tobacco product** (there’s no tobacco in an e-cig)
- **we are not selling a medicinal product** (we don’t present e-cigs as having health benefits and they are not functionally a medicine)
- **we are selling a consumer product** (a proven alternative to cigarettes)
- **e-cigs are an exciting, breakthrough and potentially ‘transforming’ product which are increasingly widely being recognised as making a very significant contribution to tobacco harm reduction (THR)**
- we want smokers to have access to an alternative and be able to make an informed choice between cigarettes and e-cigs; we also believe all smokers have the right to benefit from technological advances that provide an alternative to cigarettes which is widely recognised as being safer
- **regulation as a medicine is not necessary and will stifle THR progress across Member States**
 - existing consumer protection legislation and other regulations, proven by ISE to be capable of codification and adoption, provide the necessary regulatory framework
 - removing already popular e-cig products from shelves would eradicate the contribution they are making to THR (sales of E-Lites in 2012 reduced consumption of cigarettes by 200million), it could drive millions of smokers back to cigarettes and provide impetus to an illicit trade in e-cigs
- we want freedom to compete against cigarette companies - **limitations on the wider availability of e-cigs will give cigarette companies an unfair competitive advantage and perversely ‘protect’ their existing markets**
- **in the best interests of public health across the EU we believe it is important:**
 - **e-cigs and nrt products are made as widely available as possible (ideally wherever cigarettes are sold and consumed)**
 - **to have a framework of different regulations to accommodate 1.harmful cigarettes (as tobacco products), 2. pharmaceutical nrt products (as medicinal products) and 3. e-cigs (as consumer products)**

ABOUT US

- Since 2007 we have made significant investment in R&D, consumer research and new product development, to enable trading to start in 2009
- E-Lites G9 (9th generation) range is recognised as the world’s most technologically advanced e-cig
- Based in Bromsgrove England, employing 128 people (58 employees in head office and 70 full and part-time sales & merchandising agents and franchisees) across the UK
- 300-500% yr on yr sales growth for the three years ending 03/2013
- +£20m forecast sales for 2012/13; one of the UK’s fastest growing companies with **sales, into 26 European markets, replacing equivalent of +200million cigarettes in 2012**

25 February 2013