**Lower Ignition Propensity (LIP) Standard for Cigarettes:**

**Implementation in the Czech Republic**

The Lower Ignition Propensity (LIP) Standard, developed by the European standardization organization (CEN) and adopted by the Commission’s Decision (2011/496/EC), is a mandatory requirement for cigarettes to be more likely to self-extinguish when left unattended. As of 17 November 2011, all cigarettes sold in the EU, including the Czech Republic, will have to comply with this standard.


Philip Morris ČR a.s. informed its trade partners several months ago about the introduction of the LIP standard as well as the necessary steps to ensure the timely depletion of non-LIP stock at the points of sale. We started delivering the first LIP products to the trade in July of this year.

According to our experience from countries that already mandate LIP standards, such as Finland, Canada and Australia, as well as consumer tests, the implementation of LIP requirements has no impact on the taste and quality of our cigarettes.

It should be noted that cigarettes complying with LIP standards are not “fire safe.” Smokers have to be aware that any lit cigarette can cause fire if handled carelessly and this also applies to LIP standard compliant cigarettes.