



Smoke-free Products

The best choice for any smoker is to quit tobacco and nicotine altogether.

But many don't. These adults deserve a pragmatic approach that moves them away from cigarettes. Today, there are products that can help enable such approach. Burning (combusting) tobacco causes the production of the majority and high levels of harmful chemicals in cigarette smoke, which are the primary cause of smoking-related diseases. Products that eliminate combustion, such as e-cigarettes, heated tobacco products (HTPs), and oral smokeless products, if scientifically substantiated, are a much better alternative to continued smoking.

Smoke-free alternatives are just that—free of smoke

By not burning tobacco, smoke-free products don't create smoke. HTPs generate a nicotine-containing aerosol by heating tobacco to temperatures sufficient to release nicotine and flavors from the tobacco, but low enough to prevent the tobacco from burning. E-cigarettes (also known as vapes, e-vapor products or electronic nicotine delivery systems) heat a liquid solution containing nicotine and flavors to produce an aerosol, which some call a vapor. Oral smokeless products include nicotine pouches and snus. Nicotine pouches are made primarily of nicotine and flavors, while snus contains smokeless tobacco. Both are wrapped in a cellulose pouch, which is placed between the gum and the cheek or upper lip.

Heated Tobacco



- Heats tobacco
- Uses real tobacco
- Nicotine naturally present in tobacco
- No smoke and no ash

E-Cigarettes



- Vaporizes e-liquid
- No tobacco
- Nicotine derived from tobacco added in e-liquid
- No smoke and no ash

Snus



- Tobacco pouch designed for oral use
- Uses real tobacco
- Nicotine naturally present in tobacco
- No smoke and no ash

Nicotine Pouches



- Nicotine-containing pouch designed for oral use
- Does not contain tobacco leaf
- Nicotine derived from tobacco
- No smoke and no ash

The problem with burning

In a cigarette, combustion occurs when it is lit, generating smoke. The smoke formed contains more than 6,000 chemicals, around 100 of which have been classified by public health authorities as harmful or potentially harmful constituents (HPHCs). By eliminating the combustion or burning process—as is the case with smoke-free products—there is no smoke and the levels of harmful chemicals generated can be significantly reduced compared with cigarette smoke. Of course, the lack of combustion and the reduction in formation of harmful chemicals should be substantiated on a product-by-product basis.

Nicotine in smoke-free products

Most smoke-free products contain nicotine. The reason for this is because nicotine, alongside taste and ritual, plays an important role in switching adult smokers from cigarettes to smoke-free products. In order to switch completely, smokers need to find these products acceptable substitutes for cigarettes. Nicotine, while addictive and not risk-free, is not the primary cause of smoking-related diseases. This has been recognized by many experts and institutions. For example, the U.K. National Institute for Health and Care Excellence has stated that “it is primarily the toxins and carcinogens in tobacco smoke—not the nicotine—that cause illness and death”.

Science-backed, smoke-free alternatives can complement existing measures to help address the global health issue of smoking by providing an avenue for adults who don't quit tobacco and nicotine altogether to make a better choice than continued smoking. Coupled with the right regulatory encouragement and support from society, we can reach a smoke-free future, faster.