


Here are the

FACTS:

THE PROBLEM WITH BURNING



BURNING TOBACCO IS WHAT MAKES CIGARETTES SO HARMFUL. THE MAIN CAUSE OF SMOKING-RELATED DISEASES IS THE HIGH LEVELS OF HARMFUL CHEMICALS FOUND IN CIGARETTE SMOKE.

BURNING CREATES HIGH LEVELS OF HARMFUL CHEMICALS

Cigarettes release nicotine by burning tobacco. At the same time, burning tobacco generates the vast majority of harmful chemicals found in cigarette smoke and associated with smoking-related diseases. Over 100 chemicals found in cigarette smoke have been classified by public health experts as harmful or potentially harmful. This makes cigarettes the most harmful way to consume nicotine.

IT IS POSSIBLE TO DELIVER NICOTINE WITHOUT SMOKE

Smoke-free products are fundamentally different to cigarettes. They create a nicotine-containing smoke-free aerosol. By not burning tobacco, they can significantly reduce the levels of harmful chemicals compared to cigarette smoke. This has to be scientifically assessed on a product-by-product basis.

Smoke-free products are a much better choice than continuing to smoke cigarettes. This does not mean they are risk-free, and they usually deliver nicotine which is addictive, but not the main cause of smoking related diseases. The main cause is the high levels of harmful chemicals in cigarette smoke.

A PRAGMATIC APPROACH TO ADDRESS THE ISSUE OF SMOKING

The best thing smokers can do is to quit tobacco and nicotine products entirely. But the reality is that every year nine out of 10 smokers don't quit. For them, smoke-free products that do not burn tobacco are a better choice than continuing to smoke cigarettes.

When combined with existing strategies to prevent initiation and encourage cessation, smoke-free products can help more rapidly reduce the number of people who smoke cigarettes and improve public health.

THESE ARE THE FACTS. BROUGHT TO YOU BY PMI AFFILIATE.