

In his Aug. 7 letter, “[Follow the money](#),” Matt Myers criticized my employer, Philip Morris International’s (PMI), transformation to leave cigarettes behind. It makes me wonder, and one could not be blamed for questioning, would the former president of the Campaign for Tobacco-Free Kids prefer that we don’t stop selling cigarettes?

Unfortunately, his response is nothing more than regurgitated allegations commonly propagated by prohibitionist organizations. One should not cherry-pick, quote out of context, and tell half-truths to establish objective fact.

For example, Myers touts our top-selling cigarette brand but omits that our leading smoke-free product has surpassed it—and that PMI has never sold combustible cigarettes in the U.S., nor ever will.

Myers fails to mention that recently published increased cigarette revenues are largely due to price increases—the kind he’s advocated for across the world for decades. He also fails to tell you that in [2024](#), we sold 196 billion cigarettes less than we did in [2016](#) when we committed to leaving cigarettes behind.

Additionally, he states that PMI’s global cigarette revenues have grown but leaves out that our combustible cigarette volumes have dropped significantly—thus, we have taken a bigger piece of a smaller pie. As we’ve made clear: we use our combustible revenues to advance our smoke-free mission—the [data](#) clearly supports this.

Perhaps the reason for Myers, CTFK, and similar “philanthropy” funded groups’ apparent lack of business acumen and willful ignorance of business realities is because they’re gifted money rather than having to compete for it? Could this also explain their propensity to lobby for laws across the world that attempt to abolish not only the right of adults to choose better, smoke-free nicotine alternatives, but also the underlying principles of free markets?

Regardless, PMI is committed to changing for the better and we’ll continue to advance on our mission to leave cigarettes behind with honesty and transparency.

We hope they follow our lead, and we remain open to discuss how we can progress faster together.

Dr. Moira Gilchrist, Lausanne, Switzerland

*The writer is global chief communications officer of Philip Morris International.*

###