



The WHO can't hide prohibition aim

Geneva, November 9, 2016 – During meetings held behind closed doors at the World Health Organization ('WHO') Framework Convention on Tobacco Control's ('FCTC') seventh session of the Conference of Parties ('COP7'), taking place this week in Greater Noida, India, Parties are discussing a WHO report recommending the excessive regulation of next generation products such as e-cigarettes with the hidden aim of prohibition still clearly in its sights.

A previous WHO ENDS/ENNDS¹ report², published at COP6 in Moscow (2014) pressed Parties to ban or, at minimum, regulate vaping devices. Having now backed down on the recommendation, the new report does, however, recommend to ban advertising – which could help inform consumers' choice on products that have the potential to reduce risks – and severely restrict flavorings. This is a clear attempt to diminish consumer awareness and acceptability of this category and is verging on a de facto ban.

Ian Jones, JTI's head of Scientific and Regulatory Affairs for emerging products, noted: "The vaping industry is developing new technologies all the time, so these latest pronouncements are not only another rush to judgement, but a perverse approach for a UN agency on health to adopt when, for example, Public Health England stated that, based on available evidence, vaping is likely 95% safer than cigarettes³."

In addition, the FCTC was set up to rule on the regulation of tobacco products, but continues to venture outside its remit by proposing regulations on vaping devices, which don't contain tobacco.

Ian Jones concluded: "Why is the FCTC COP making regulatory recommendations on e-cigarettes, or so-called ENDS, when the products contain no tobacco? It does not and should not have the power to give itself a mandate on e-cigarettes because regulating, never mind

¹ Electronic Nicotine Delivery Systems / Electronic Non-Nicotine Delivery Systems

² http://www.who.int/fctc/cop/cop7/FCTC_COP_7_11_EN.pdf?ua=1

³ <https://www.gov.uk/government/news/e-cigarettes-around-95-less-harmful-than-tobacco-estimates-landmark-review>

prohibiting, in such a reactionary and ideological way means a setback for scientific research & development of potentially reduced risk products.

“Besides, we still don’t know who the “independent scientists” of the WHO’s report on ENDS/ENNDS are, which in the current climate of conflicting science begs the question: what have they got to hide? A more considered approach is required, than cherry picking the worse-case studies and making unsubstantiated ‘guesses’ on expected health risks.”

###

For further information, please contact:

JTI Press Office

Phone: +41 22 703 0291

pressoffice@jti.com

JTI, a member of the Japan Tobacco Group of Companies, is a leading international tobacco manufacturer. It markets global brands such as Winston, Camel, Mevius and LD. JTI is a global player in the e-cigarette market with E-Lites and Logic, and has been present in the heated tobacco sector with Ploom since 2011. Headquartered in Geneva, Switzerland, and with operations in more than 120 countries, JTI employs around 26,000 employees worldwide. Its core revenue in the fiscal year ended December 31, 2015, was USD 10.3 billion. For more information, visit www.jti.com.