TOBACCO PRODUCT REGULATION
PRIORITIES AND IMPLICATIONS FOR CONSUMERS.

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Geneva, Switzerland
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HARM REDUCTION THROUGH PRODUCT REGULATION

1. Reduce toxicity for continuing smokers

2. Change addictive properties and patterns of use

3. Consumer information about product contents and harm
CIGARETTE YIELDS AS CONSUMER INFORMATION

European Union

10mg Tar
1.0mg Nicotine
10mg Carbon Monoxide
EMISSIONS
CIGARETTE YIELDS AS CONSUMER INFORMATION

European Union

10mg Tar
1.0mg Nicotine
10mg Carbon Monoxide
“Toxic emissions / unit:” “Tar” 1 - 21 mg, Nicotine 0.1 - 1.9 mg, Carbon monoxide 1 - 23 mg, Formaldehyde 0.0045 - 0.091 mg, Hydrogen cyanide 0.015 - 0.18 mg, Benzene 0.018 - 0.062 mg

“Émissions toxiques / unité:” “Goudron” 1 - 21 mg, Nicotine 0,1 - 1,9 mg, Monoxyde de carbone 1 - 23 mg, Formaldéhyde 0,0045 - 0,091 mg, Acide cyanhydrique 0,015 - 0,18 mg, Benzène 0,018 - 0,062 mg
CIGARETTE YIELDS AS CONSUMER INFORMATION

CAMEL LIGHTS

11mg “tar, 0.9mg nicotine av. Per cigarette by FTC method.

Actual amount may vary depending on how you smoke. For T&N info, visit www.rjrttarnic.com
WARNING
WHERE THERE'S SMOKE THERE'S HYDROGEN CYANIDE

Tobacco smoke contains hydrogen cyanide. It can cause headaches, dizziness, weakness, nausea, vertigo and stomach aches in smokers and non-smokers.

Health Canada
FCA RECOMMENDATION #1

Consumer Information

• Remove and prohibit numeric cigarette yields from being displayed on packs.
European Commission’s “10-1-10” Policy

- 10mg Tar
- 1mg Nicotine
- 10ppm CO
EMMISION LIMITS

*Source: O’Connor, McNeill, Cummings, Kozlowski, & Giovino; BMJ In Press.
FCA RECOMMENDATION #2

Emissions Testing & Standards

• Do not establish new emission testing standards at this time.

• Do not set limits for tar, nicotine or other emissions at this time.
## REGULATORY DOMAINS & CURRENT STATUS

<table>
<thead>
<tr>
<th>Domain</th>
<th>Do validated testing / reporting standards exist?</th>
<th>Strategy for regulatory limits?</th>
<th>Capacity</th>
<th>Immediate action</th>
</tr>
</thead>
<tbody>
<tr>
<td>Smoke Emissions</td>
<td>No</td>
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<td>No</td>
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<td>Tobacco Contents</td>
<td>Yes</td>
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<td>Design/Engineering</td>
<td>Yes</td>
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FCA RECOMMENDATION # 3

- Consider reduced ignition propensity standards if capacity exists to monitor and enforce this regulation.
FCA RECOMMENDATION #4

- Establish workgroup for developing guidelines for contents, design, and emission testing and disclosure guidelines.
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FCA RECOMMENDATION #4

• Establish working group to develop an international data management repository to house and analyse the data.