what they think are «safer» cigarettes

**Tobacco Companies' Response**

- **1962:** US Surgeon General's Report: *The health consequences of involuntary smoking*
- **1964:** Report of the Royal College of Physicians
- **1992:** EPA report: Respiratory health effects of passive smoking: Lung cancer and other disorders.
- **2004:** IARC Monograph: *Tobacco smoke and involuntary smoking*

«The 'safer' cigarette is in my view the key to the industry's future.»

BAT, *Smoking and Health Session*, Chelworth, 1971, 28 May

«The smoker of a filter cigarette was getting as much…nicotine and tar as he would have gotten from a regular cigarette. He had abandoned the regular cigarette, however, on the ground of reduced risk to health.»

E. Pepples, B&W VP, 1976.

«We have been taking note of public health concerns by developing «lighter» products, but we cannot promote these products as 'safer' cigarettes because we simply don't have sufficient understanding of all the chemical processes to do so.»

BAT, 1997.

**Deception**

**Chronology of Deception**

**Health Effects Often Cannot Be Determined Until 20-30 Years After Use Starts...**

- **1939**
- **1960**
- **1980**
- **2000**
- **2020**

**Tobacco: deadly in any form or disguise**

<table>
<thead>
<tr>
<th>Year</th>
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**Smokers Choose what they think are «safer» cigarettes**

- **1950s**: Filters
- **1970s**: Low tar, light & mild cigarettes
- **2000s**: Potentially Reduced Emission Products (PREPs)

**Tobacco: deadly in any form or disguise**

Kozlowski LT, Pillitteri JL. Beliefs about «Light» and «Ultra Light» cigarettes and efforts to change those beliefs: an overview of early efforts and published research. Tobacco Control, 2001, 10(Suppl.1):i12-i16
Quick factsheet of tobacco products

TOBACCO PRODUCTS of tomorrow

The tobacco industry continues to develop new products, opening huge budgets on research into what are known as "reduced-harm" products, all of which are still untested in their long-term health effects. 

Any claims of harm reduction without solid epidemiological data should be viewed with caution. Caution is needed with new products. All new tobacco products must be regulated. Caution is needed with new products. All new tobacco products must be regulated.

Quick factsheet of tobacco products

Tobacco: deadly in any form or disguise

Tobacco products
cigarettes, bidis and kreteks, cigars, pipes, "organic", "natural" and "additive-free" cigarettes

ROLLS OF TOBACCO of today

Rols of tobacco which are smoked

CIGARETTES
• A cylinder is a small paper-wrapped cylinder of cured tobacco leaves, cut into shorter lengths, and then rolled into a cylinder. The tobacco itself and the by-products generated when smoked are the main ingredients. 

• Cigarettes contain a high proportion of tobacco and are smoked through a filter and by the inhalation of only a fraction of the smoke. Smoking cigarettes is the most deadly tobacco product and is a major cause of cancer, heart disease, respiratory disease, and stroke. 

CIGARETTES, BIDS, KRETEKS, CIGARS, PIPES, "ORGANIC", "NATURAL" AND "ADDITIVE-FREE" CIGARETTES

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Quick factsheet of tobacco products

Other ways to smoke tobacco: pipes and waterpipes

PIPES
• The smoking pipe typically consists of a small bowl, a stem (or "shank"), a mouthpiece, and a filter. The bowl contains the tobacco to be smoked and is usually filled with tobacco leaves. The stem connects the bowl to the mouthpiece, which is usually a simple piece of plastic or metal. 

WATERPIPES (HOOKAHS, BHANGS, NARGHILES, SHISHAS)
• The smoking bowl typically consists of a small bowl, a stem (or "shank"), a mouthpiece, and a filter. The bowl contains the tobacco to be smoked and is usually filled with tobacco leaves. The stem connects the bowl to the mouthpiece, which is usually a simple piece of plastic or metal. 

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Quick factsheet of tobacco products

Non-Combusted "oral" or "smokeless" tobacco products

Oral non-combusted products are highly addictive and are known to cause serious damage to the mouth, gums, and throat. They are now marketed more aggressively to cigarette smokers, sometimes aiming particularly at young people to promote initiation of tobacco use.

They are marketed as a less harmful alternative to cigarettes, but studies have shown that they pose significant health risks. 

• Tobacco use, including snuff and smokeless tobacco, and diseases including chronic obstructive pulmonary disease, oral head and neck cancer, laryngeal cancer, and stomach and oesophageal cancer.

• There are no data confirming that this type of cigarette is less toxic than commercially manufactured cigarettes.

• Materials sold for roll-your-own cigarettes are often advertised with claims that imply they are healthier, or at least they are less harmful than cigarettes. 

Other ways to smoke tobacco: pipes and waterpipes

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Waterpipes are made in a variety of designs in which the tobacco is placed and burned to be smoked. They are available and used worldwide.

• The terms "organic", "natural" and "additive-free" may be used to imply that the tobacco is unprocessed or contains only natural ingredients.

• Pipe smokers carry a substantially higher risk of serious lung disease, cancer and other adverse health effects than cigarette smokers.

• There is no evidence that this type of cigarette is less harmful than commercially manufactured cigarettes.

• Materials sold for roll-your-own cigarettes are often advertised with claims that imply they are healthier, or at least they are less harmful than cigarettes.

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