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The Rt Hon Sajid Javid MP
Secretary of State for Health and Social Care
39 Victoria Street
London
SW1H 0EU
United Kingdom

1st March 2022

Dear Secretary of State,

EIGHTH EVIDENCE REVIEW OF E-CIGARETTES AND NOVEL NICOTINE DELIVERY SYSTEMS

I am writing to you ahead of the Office for Health Improvement and Disparities' eighth review of e-cigarettes and other novel nicotine delivery systems.

I would first like to strongly welcome the recent announcement of the Independent Review on Tobacco Control¹. This is an important opportunity to demonstrate how tackling health disparities in England can play a crucial part in the Government's Levelling-Up agenda, supporting people on the lowest incomes and in some of the most deprived communities. We, at Philip Morris International, support the Government's ambition to reach its target for a smoke-free England by 2030. We look forward to submitting to the review in due course to further detail how we can support this agenda.

We are clear that the best decision any smoker can make is to quit altogether. Where they do not quit, we believe it is vital they have appropriate access to less harmful alternatives – and this should include heated tobacco products along with other alternatives such as e-cigarettes, nicotine pouches and snus². With that in mind, I understand the eighth evidence review will include a summary of the *“Cochrane Collaboration's systematic review of the health effects of heated tobacco products and analysis of data on patterns of use”*^{3,4}; accordingly I wanted to provide you with the

¹ Department for Health and Social Care (2022): <https://www.gov.uk/government/news/government-launches-landmark-reviews-to-tackle-health-disparities>

² Banned owing to EU law despite Swedish style snus being a less harmful alternative to smoking

³ Written Parliamentary Question (2021): <https://questions-statements.parliament.uk/written-questions/detail/2021-07-20/36587>

⁴ Cochrane Collaboration (2020): Heated tobacco products for smoking cessation and reducing smoking prevalence: <https://www.cochranelibrary.com/cdsr/doi/10.1002/14651858.CD013790.pub2/full>



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latest scientific information on Heated Tobacco Products and address a number of incorrect assertions. Please find attached our submission overleaf.

We strongly believe that key to bringing down smoking prevalence across all corners of the Nation and reaching the ambition for a smoke free 2030 will be regulatory reform. This means seizing our new found freedoms having left the European Union, and introducing a framework to regulate all less harmful alternatives in a way that incentivises adult smokers to quit, or switch.

I would welcome the opportunity to discuss any of this in more detail with you, or your officials, if that would be helpful.

Yours sincerely,



Philip Morris Limited

 UK & Ireland