



PHILIP MORRIS
LIMITED

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Rt Hon Wes Streeting MP
Secretary of State for Health and Social Care
39 Victoria Street
London
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5th September 2024

Dear Secretary of State for Health & Social Care,

Congratulations on your recent appointment as Secretary of State for Health and Social Care. I hope you are settling in well to your new role and I would like to take this opportunity to formally introduce the work we are doing at Philip Morris International (PMI).

PMI is committed to accelerating the end of smoking by providing adults who would otherwise continue to smoke, with less harmful alternatives to smoking (e.g. e-cigarettes, heated tobacco products and nicotine pouches). Our latest figures show that 38% of our total net revenues now come from our smoke-free productsⁱ. We have already invested over \$12.5 billionⁱⁱ to develop, scientifically substantiate and commercialise innovative smoke-free products for adults who would otherwise continue to smoke, with the goal of completely ending the sale of cigarettesⁱⁱⁱ. This includes the building of world-class scientific assessment capabilities, notably in the areas of pre-clinical systems toxicology, clinical and behavioural research, as well as post-market studies.

As you will be aware, prevention is crucial to improving the health of the whole population, reducing inequalities, and helping secure the NHS services we value and rely on. In England, we've made considerable progress and witnessed first-hand how innovative technologies can cut the smoking prevalence and save lives. However, recent data suggests that this progress is starting to stall, and that vaping may not suit the needs of all adult smokers. For example, whilst 74% of smokers have tried vaping, only 32% of these currently vape, meanwhile 26% have never tried vaping^{iv}. Therefore, a broader portfolio of smoke-free products is needed to encourage the remaining 6.4 million smokers in the UK^v to either quit, or, for those who would continue to smoke, to switch to a less harmful alternative for good.

Hence, whilst we welcome the prospect of a smoke-free generation, whereby combusted products are no longer used, the previous Government's proposed Generational Ban legislation signified a missed opportunity and would not have made a meaningful contribution towards a smoke-free 2030. While it is of course best to quit cigarettes or even better never start smoking at all, adult smokers should be able to choose from the full range of less harmful alternatives - including e-cigarettes, nicotine pouches and heated tobacco.

This approach is supported by the APPG for Responsible Vaping, who last year stated that "smokers have been abandoned, with many desperate to quit but unable to do so, and with the potential of heat-not-burn – and other reduced-risk products such as nicotine pouches – unrealised"^{vi}. To this end, it is recommended that the Government support access to, and information about, all the scientifically substantiated alternatives for adult smokers.

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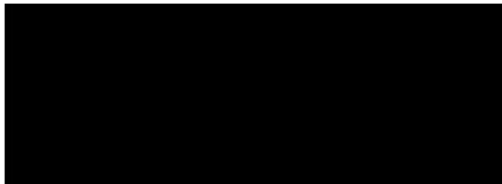


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By adopting a multicategory approach, in conjunction with appropriate robust measures on combustible cigarettes and mitigation strategies to reduce the risk of youth access, we believe the UK can achieve its ambition of a smoke-free future.

I would like to congratulate you again on your new role and would welcome the opportunity to discuss our transformation at Philip Morris International and the steps we believe need to be taken to ensure England is smoke-free by 2030, with yourself or anyone you may nominate.



¹ Earnings Release PM-EX 99.1 - Q2 2024 (gcs-web.com)

² Earnings Release PM-EX 99.1 - FY/Q4 2023 (gcs-web.com)

³ Philip Morris International, Integrated Report 2022, Page 2, pmi-integrated-report-2022.pdf

⁴ [Use-of-vapes-among-adults-in-Great-Britain-2024.pdf](https://ash.org.uk) (ash.org.uk)

⁵ Adult smoking habits in the UK - Office for National Statistics (ons.gov.uk)

⁶ The Express, Britain must stand up to the WHO on vaping to save millions of lives, (April 2023)

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