



PHILIP MORRIS  
LIMITED

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Mr Javed Khan OBE  
39 Victoria Street  
London  
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United Kingdom

7<sup>th</sup> April 2022

Dear Mr Khan,

**PHILIP MORRIS LIMITED SUBMISSION TO THE INDEPENDENT REVIEW OF SMOKEFREE 2030 POLICIES**

I am writing to you as part of the independent review of smokefree 2030 policies<sup>1</sup>. I strongly welcome the undertaking of this review, which provides an unprecedented 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 Limited, support the Government's ambition to reach its target for a smokefree England by 2030. The attached submission sets out bold but deliverable recommendations to ensure that this ambition is met, and ultimately, end combustible tobacco use altogether.

We believe it is vital that adult smokers who don't quit, have greater access to less harmful alternatives to smoking – and this should include heat-not-burn products along with other alternatives such as e-cigarettes, nicotine pouches and snus<sup>2</sup>. We believe this should be delivered alongside robust measures to prevent youth access and use of any nicotine containing products, as well as strengthened measures to control the access to, and usage of, combustible tobacco products overall. Our submission further details this two pronged approach to harm reduction.

We strongly believe that key to bringing down smoking prevalence across all corners of the Nation, particularly among deprived communities, and reaching the ambition for a smokefree 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 to smoking 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. Separately, please be advised that this submission will be copied to the Secretary of State for Health and Social Care, the Rt Hon Sajid Javid MP.



UK & Ireland

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

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