

## **How Might Lessons Learned from the U.S. Inform Regulatory Development in Other Countries?**

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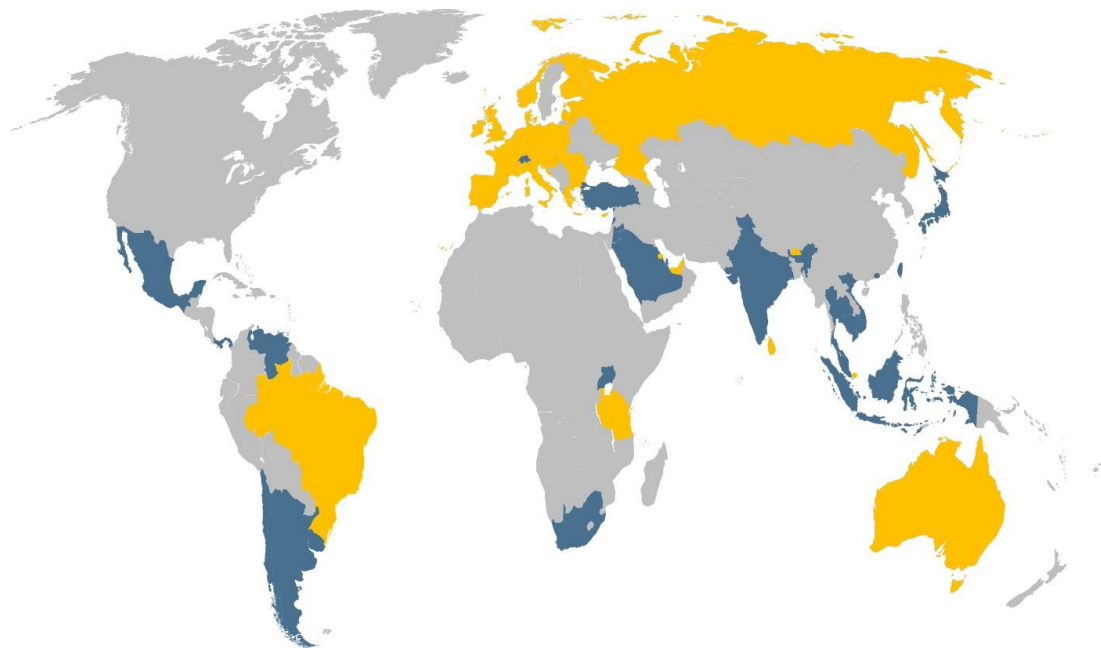
# Global regulatory status

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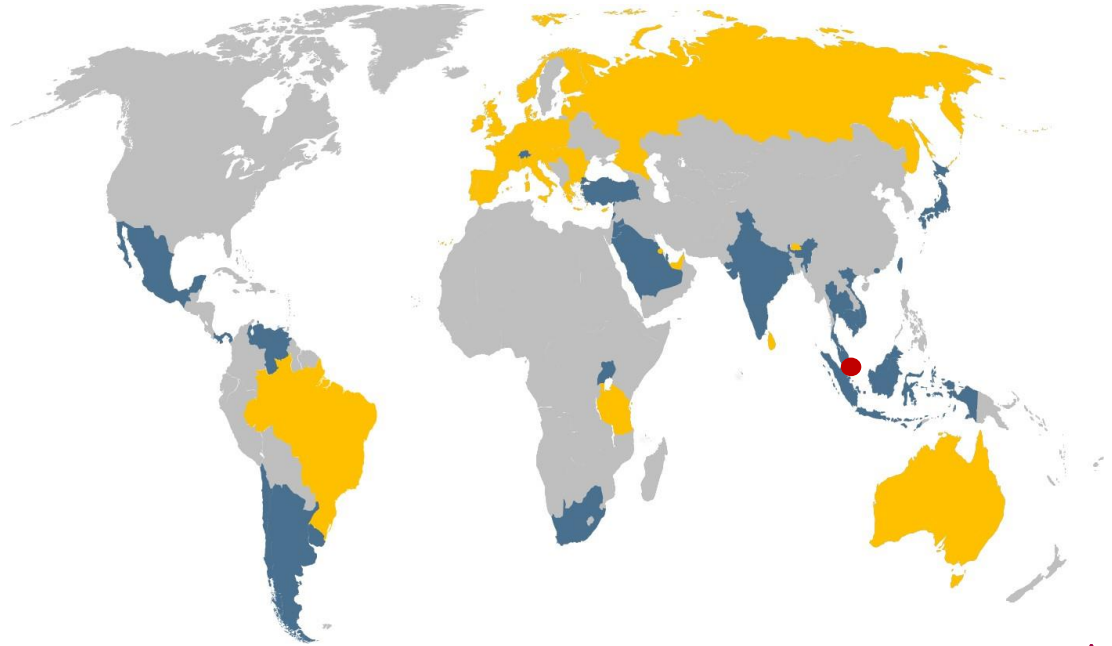
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- 40 countries have banned snus and/or other smokeless tobacco products
- Singapore bans all new tobacco and nicotine products



# WHO/FCTC guidance

- The WHO reported that there is insufficient evidence on the health impact of ENDS and on their effectiveness as a smoking cessation aid
- FCTC endorses regulatory measures “to prohibit or restrict the manufacture, importation, distribution, presentation, sale and use of ENDS/ENNDS”
  - Marketing bans or restrictions, bans on claims, indoor public use bans
- WHO recommends all smokeless tobacco products, including emerging tobacco products should be regulated under the WHO FCTC
- WHO will monitor use of smokeless and novel tobacco products, assess the scientific data, and report to further COP sessions

## Electronic Nicotine Delivery Systems and Electronic Non-Nicotine Delivery Systems (ENDS/ENNDS)

Report by WHO

DECISION



FCTC/COP7(9) Electronic nicotine delivery systems and electronic non-nicotine delivery systems

## Further development of the partial guidelines for implementation of Articles 9 and 10 of the WHO FCTC

Report by WHO

DECISION



FCTC/COP7(14) Further development of the partial guidelines for implementation of Articles 9 and 10 of the WHO FCTC (Regulation of the contents of tobacco products and

# Emerging policy model for tobacco and nicotine products

## Towards a Smokefree Generation

A Tobacco Control Plan for England



New policy models recognize that:

- The availability of lower risk products is an opportunity to reduce death and disease from smoking
- Harm reduction is a complement to other smoking prevention efforts
- Although nicotine is not benign, combustion is the bigger problem
- Innovative technologies can help minimize the risk of harm compared to cigarette smoking



# Translating policy into practice

<p><b>Products should be allowed on the market</b></p>	<ul style="list-style-type: none"><li>Standards for market access</li></ul>	
<p><b>Product, sales, marketing, usage and tax rules reflect the risk continuum, with heaviest restrictions applied to cigarettes</b></p>	<ul style="list-style-type: none"><li>Encourages smokers to switch to less risky alternatives</li><li>Drives manufacturers to invest and innovate</li></ul>	
<p><b>Enable truthful and non-misleading information to consumers</b></p>	<ul style="list-style-type: none"><li>Government communication initiatives</li><li>Greater flexibility for consumer communication compared to cigarettes</li></ul>	