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I have received consulting and speaking fees from several companies that develop or market pharmacological and behavioral treatments for smoking cessation or harm reduction and from several non-profit organizations that promote tobacco control. I consult with Swedish Match on their efforts to develop less-risky tobacco products.

Views on Nicotine

- Much of the messaging on tobacco has been around nicotine causing addiction
- Easy shift for consumers and, even MDs, to assume nicotine is the bad chemical in tobacco cigarettes and e-cigarettes and generalize this to health effects as well
- Also, more and more academics and regulatory agencies are making a distinction between combustible and noncombustible tobacco products. But this distinction has not reached consumers yet.

Rationale for Joining SM Advisory Panel

- FDA approval is crucial in convincing MDs and other health professionals
- SM asked me to serve on panel to help them change the label on their snus product to reflect that snus is safer than cigarettes
- Having reputable scientists work with industry can have positive influences on industry activities