

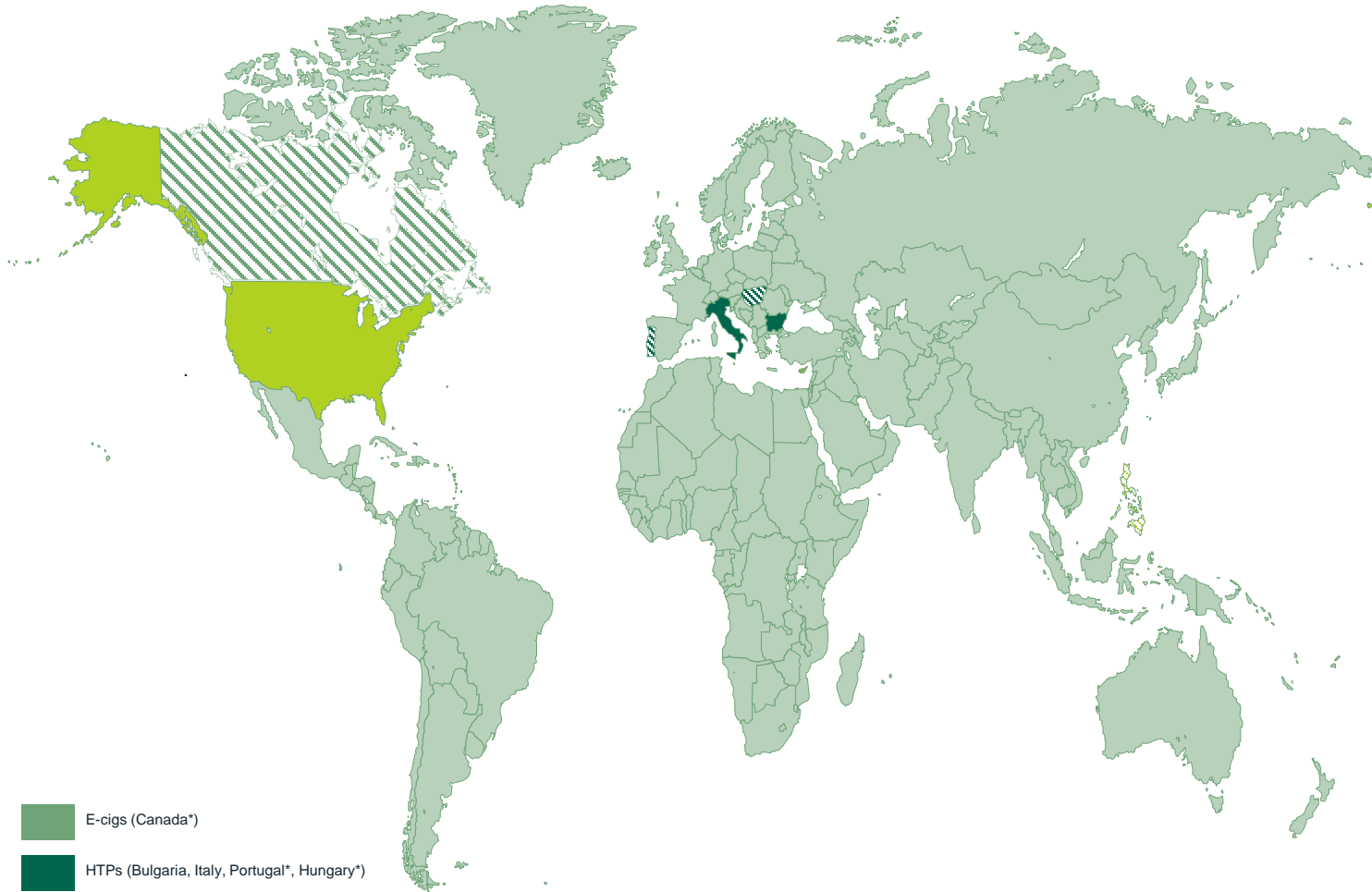
# **The tobacco harm reduction debate and regulatory situation in global context**

*Dr. Ian Jones, Reduced-Risk Products VP, JTI*

- **Increased acceptance of tobacco harm reduction**
  - The debate is maturing from 'moral panic' to evidence based decision making
- **Regulatory developments gathering pace in Europe and beyond**
  - The evolved US thinking is mirrored by the recent implementation of RR pathways in Italy, Hungary, Portugal and other countries.

# Reduced-risk regulation evolution

*Countries with or under developing RR pathways for e-cigarettes and HTPs*



- E-cigs (Canada\*)
- HTPs (Bulgaria, Italy, Portugal\*, Hungary\*)
- Both (USA, Cyprus, Philippines\*)

\* Countries under discussion are indicated in slant lines

## Proportionate or too much?

- Product analysis
- *In vitro, in vivo, ex vivo* studies
- Perception
- Long terms clinical exposure/effect
- Long term epidemiology studies
- Modelling
- Post-market surveillance
- Post-market studies
- etc.