



Reducing the Nicotine Content in Cigarettes is **NOT** a New FDA Idea...

In a 2010 interview with The Washington Post, former FDA Commissioner, Dr. David Kessler, proposed that the amount of nicotine in a cigarette should drop from about 10 milligrams to less than 1 milligram. *“If you do this, you can save 200,000 to 300,000 lives a year,”* Kessler said. *“Everything else pales in comparison.”*

Kessler continued:

*“The FDA should quickly move to reduce nicotine levels in cigarettes to non-addictive levels. If we reduce the level of the stimulus, we reduce the craving. **It is the ultimate harm reduction strategy.**”*



2017 Harris Poll Survey Shows Overwhelming Consumer Support for Non-Addictive Levels of Nicotine

Survey of U.S. adults shows **overwhelming support for a reduction of nicotine content** in cigarettes to non-addictive levels:

This survey was conducted online by Harris Poll on behalf of 22nd Century Group from May 24–28, 2017 among 2,148 adults ages 18 and older in the United States. 60% of survey respondents identified themselves as current or former smokers.

68%

of U.S. adults agreed that the government should mandate that all cigarettes have very low, non-addictive levels of nicotine.

88%

of U.S. adults agreed that cigarette companies should be **required to print the nicotine content of their cigarettes on the pack.**

22nd Century's Very Low Nicotine Tobacco Makes Feasible FDA's Plan



22nd Century's technology could enable **every cigarette brand** to meet FDA's new mandate of minimally or non-addictive nicotine content standards.





Is large-scale production of Very Low Nicotine tobacco feasible?

By the fall of 2018, 22nd Century will have enough Very Low Nicotine tobacco seed to supply the entire US tobacco industry.

Tobacco is a remarkable plant:

- **ONE** tobacco plant yields **100,000+** seeds... **enough to plant more than 8 acres**
- Fewer than **TEN** acres of seed plants will provide enough seed to grow a 12-month supply of tobacco for the US... **enough to make 258 billion cigarettes.**

Is Reducing Nicotine in Cigarettes Equivalent to Prohibition?

No!

PROHIBITION (1920-1933)



2017 FDA PLAN

