### **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.

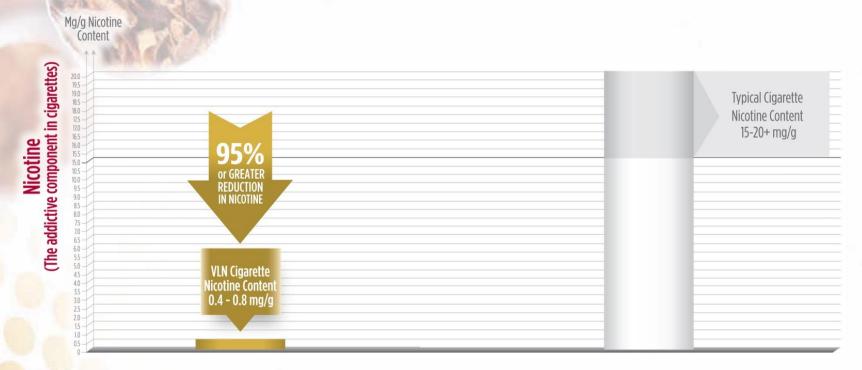
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of U.S. adults agreed that the government should mandate that all cigarettes have very low, non-addictive levels of nicotine. of U.S. adults agreed that cigarette companies should be required to print the nicotine content of their cigarettes on the 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?







