

Tobacco Harm Reduction



Tobacco harm reduction is a public health strategy that is about minimising the negative health impact of conventional cigarettes including offering smokers who would not otherwise give up smoking an alternative source of nicotine with lower health risks.

If tobacco harm reduction is to be successful, smokers need to have access to products that effectively deliver nicotine and offer a satisfactory experience, but with reduced risks compared to smoking.

Nicotine

It is widely accepted that most of the harm associated with tobacco is caused by inhaling the smoke produced by the combustion of tobacco.

Products that contain nicotine but involve no burning of tobacco are likely to emit far fewer and lower levels

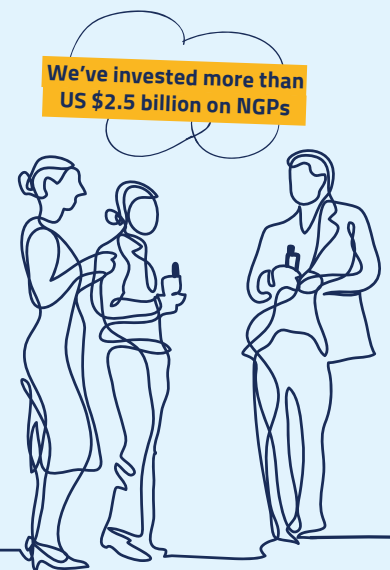
of toxicants compared to conventional cigarettes and have the potential to be significantly less harmful to health. Nicotine has been safely used for decades in licensed medicinal products. However, in order for harm reduction to be more effective, there need to be alternatives to cigarettes that smokers want to use.

BAT's approach to Tobacco Harm Reduction

We have been clear for many years that our business needs to be built on outstanding products, informed consumer choice and a drive towards a reduced-risk portfolio. We are committed to transforming tobacco and that's why we are dedicated to the development and sale of potentially reduced-risk products that provide the enjoyment of smoking without the burning of tobacco.

We have an unrivalled range of exciting and innovative products across the potentially reduced-risk categories including industry leading products in vapour; tobacco heating products; oral tobacco and nicotine products, including moist snuff and snus. Whilst some contain tobacco, there is no burning.

And our commitment to this doesn't stop there. We've also got ambitions to generate over £5bn revenue from NGPs by 2022.



Potentially Reduced-Risk Products Explained



VAPOUR PRODUCTS (E-CIGARETTES)

E-cigarettes are handheld battery powered electronic devices which heat a liquid formulation (an e-liquid or sometimes called 'juice') – often containing nicotine – to create a vapour which can be inhaled. They don't contain tobacco.

NO BURNING



ORAL TOBACCO AND NICOTINE PRODUCTS

Products that are used by putting them in the mouth – includes snus; tobacco-free nicotine pouches and moist snuff. Whilst the vast majority contain tobacco, there is no burning.

NO BURNING



TOBACCO HEATING PRODUCTS (THPs)

THPs are devices which heat tobacco. They are also sometimes referred to as heat-not-burn products. All THPs contain tobacco – this is a key difference from e-cigarettes. However like e-cigarettes, no burning takes place.

NO BURNING

What do third parties say about tobacco harm reduction and the role these new products can play?

With appropriate regulation, e-cigarettes have the potential to make an important contribution towards the BMA's ambition to achieve a tobacco-free society, leading to substantially reduced mortality from tobacco-related disease.

**British Medical Association,
November 2017**

Based on current knowledge ... vaping is at least 95% less harmful than smoking.

**Public Health England,
February 2018**

We need to envision a world where ... less harmful alternative forms, efficiently delivering satisfying levels of nicotine, are available for those adults who need or want them.

**Scott Gottlieb, US FDA
Commissioner,
July 2017**

Provision of the nicotine that smokers are addicted to without the harmful components of tobacco smoke can prevent most of the harm from smoking.

**Royal College of Physicians
in the UK, April 2016**

While e-cigarettes are not without health risks, they are likely to be far less harmful [than conventional cigarettes].

**National Academies of Sciences,
Engineering and Medicine in the
US, January 2018**



Additional Research Required

Further research is needed to comprehensively address the long-term risks of these products. In the interim, however, simply doing nothing and not looking for potentially reduced-risk alternatives to cigarettes would be wasting an opportunity to potentially reduce the public health impacts of smoking.

