

# **Co-optation of harm reduction by Big Tobacco: Lessons for other legally regulated drug sectors**



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# Disclosures

I have served as an expert witness in tobacco litigation for plaintiff counsel in class action lawsuits as well as for governments whose policies regarding the marketing and promotion of tobacco products were challenged on constitutional grounds.

# Harm Reduction

- Represents a movement that tends to be community-based, activism-driven, and concerned with human rights
- Typically overseen by clinicians, nurse practitioners, and outreach workers
- For tobacco harm reduction, the curious involvement and role of the industry proves to be contentious



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# Tobacco Harm Reduction

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# Tobacco harm reduction

The best choice for any smoker is to quit products containing nicotine and tobacco altogether. However, many don't. Better alternatives exist for those adult smokers who would otherwise continue to smoke. This is tobacco harm reduction.



The image shows the Juul logo on the left, which consists of the word "JUUL" in a bold, black, sans-serif font. To the right of the logo is a vertical, dark grey rectangular object, which is the Juul e-cigarette packaging. The background of the left side is a colorful geometric pattern of triangles in shades of pink, blue, yellow, and teal.

JUUL

The image shows a woman with long brown hair tied in a ponytail, wearing a grey jacket over a white crop top. She is holding a Juul e-cigarette in her right hand. The background is a solid bright yellow. The word "VAPORIZED" is overlaid in large, bold, black, sans-serif capital letters across the bottom of the image.

VAPORIZED



# DEAR SMOKING BAN,



## blu ELECTRONIC CIGARETTE

Take back your freedom to smoke anywhere with blu electronic cigarettes. blu produces no smoke and no ash, only vapor, making it the smarter alternative to regular cigarettes. It's the most satisfying way to tell the smoking bans to kiss off. Okay, maybe the second-most satisfying way.

New blu Smart Pack

[blucigs.com](http://blucigs.com)

18+ only.

**CALIFORNIA PROPOSITION 65 Warning:** This product contains nicotine, a chemical known to the state of California to cause birth defects or other reproductive harm.



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**christinazayas** When smoking cigarettes is not an option, I've turned to [@juulvapor](#). Read why, via the link in my bio! [#JUULmoment](#) [#ad](#) 💙

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**beatricebalaj** This is such a beautiful shot! You are gorgeous!

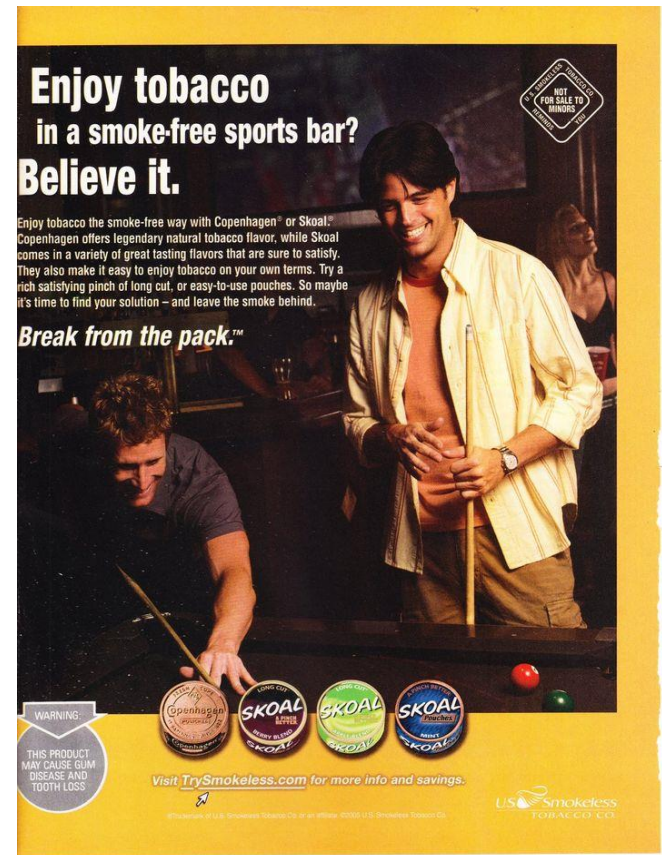




# Smokeless Tobacco Recognized as a Substitute for Cigarettes

## Philip Morris 1978: Business Planning and Analysis

“smokeless tobacco products serve as a cigarette substitute, particularly in locations where smoking is prohibited or inconvenient such as in factories, on farms or in sports”



DO  
OM2  
FRESH NEW LOOK  
SAME VELO  
新装VELO 3000

YOU  
DON'T NEED  
SMOKING AREAS  
TO VELO



随时随地  
畅享VELO

新ジャンル・オーラルたばこ  
VELO



20歳未満の者の使用は、法律で禁じられています。  
妊娠中のかぎたばこの使用は、妊娠高血圧症候群、早産  
や出生体重の減少のおそれがあります。  
かぎたばこの使用は、あなたが口腔がん等のがんになる  
危険性を高めます。  
ニコチンには依存性があります。



酒類販売店営業時間	
酒類販売店営業時間	営業時間
酒類販売店営業時間	営業時間
酒類販売店営業時間	営業時間
酒類販売店営業時間	営業時間

# FLIGHT FRIENDLY TAKE ME ON BOARD



带我登机  
尽享美妙旅程

VELO



20歳未満の者の使用は、法律で禁じられています。  
妊娠中のかぎたばこの使用は、妊娠高血圧症候群、早産  
や出生体重の減少のおそれがあります。  
かぎたばこの使用は、あなたが口腔がん等のがんになる  
危険性を高めます。  
ニコチンには依存性があります。

券付けられています。



# WHY QUIT? SWITCH TO BLU

blu is the smart choice for smokers wanting a change. Take back your freedom to smoke when and where you want without ash or smell.

blu is everything you enjoy about smoking and nothing else.

Nobody likes a quitter, so make the switch today.

Visit [blucigs.com](http://blucigs.com)



\* New blu Smart Pack

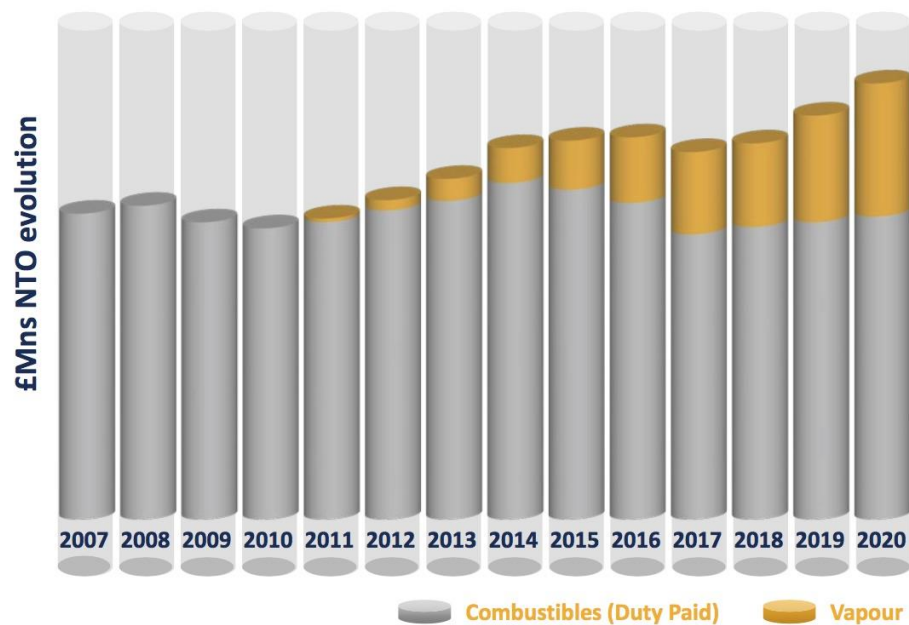


PREMIUM ELECTRONIC CIGARETTE

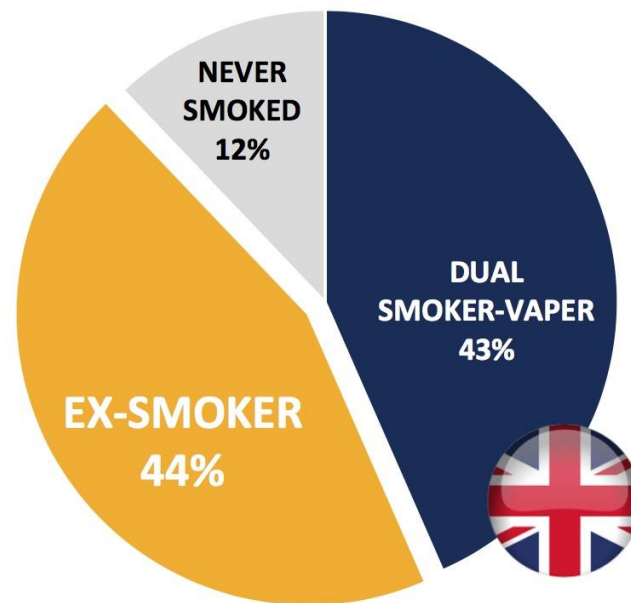
18+ only.

CALIFORNIA PROPOSITION 65 - **Warning:** This product contains nicotine, a chemical known to the state of California to cause birth defects or other reproductive harm.

## Vapour Value is Additive: Tobacco + Vapour Is In Growth



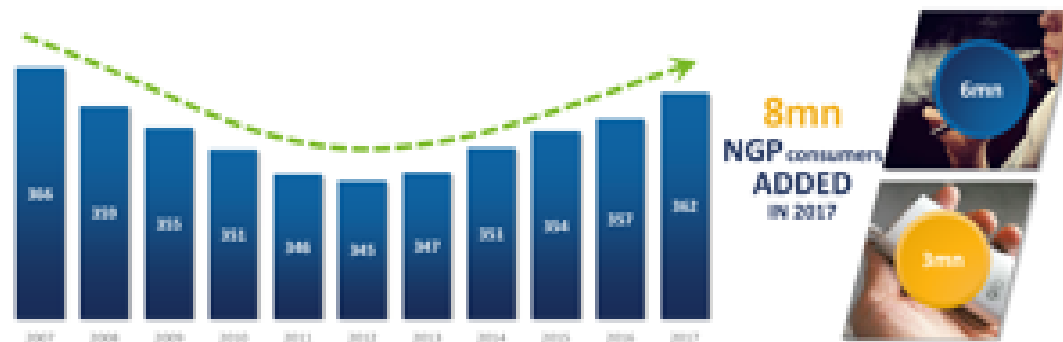
Source: Internal Estimates



Source: Kantar, cited in EY ENDS report, January 2017, Consumers by tobacco smoking characteristics (% of users)



## Nicotine consumer pool continues to grow

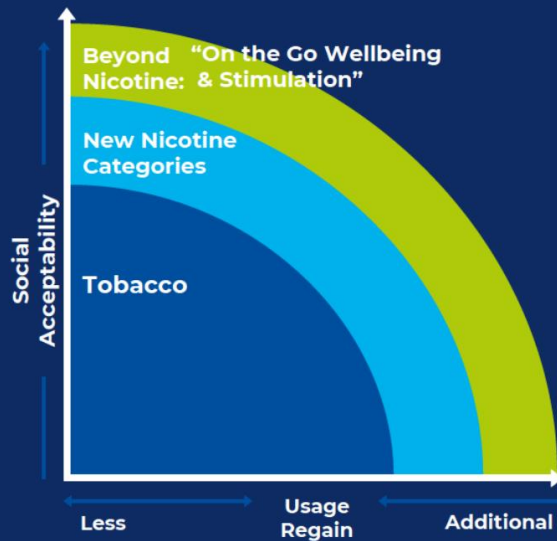


Number of consumers 180+ mg/ct and 100 mg/ct source: Company data

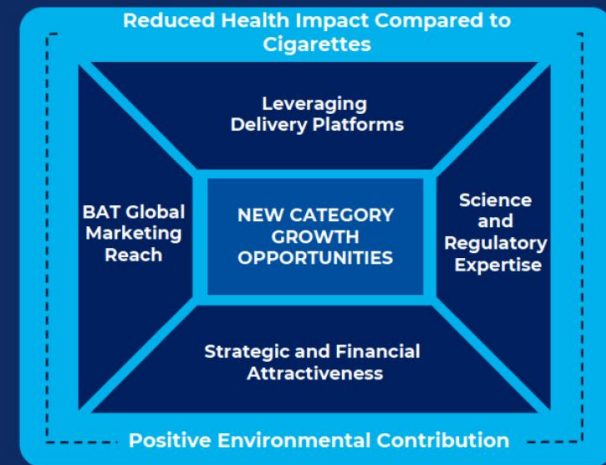
23



# Beyond Nicotine: Exploring New Opportunities



## Clear portfolio expansion boundaries



\* Indicative assessment – assessment of Social Acceptance will be product specific

# Conclusion

- The underlying goal for the tobacco industry is the maximization of sales, profit and return to shareholders, which places them at odds with serving a mandate of harm reduction.
- Tobacco companies pursue multiple sales growth strategies that have an underlying objective of profitable growth by expanding the size of the market.

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