



TOBACCO PRODUCT REGULATION PRIORITIES AND IMPLICATIONS FOR CONSUMERS.

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**Geneva, Switzerland
February 7th, 2006**



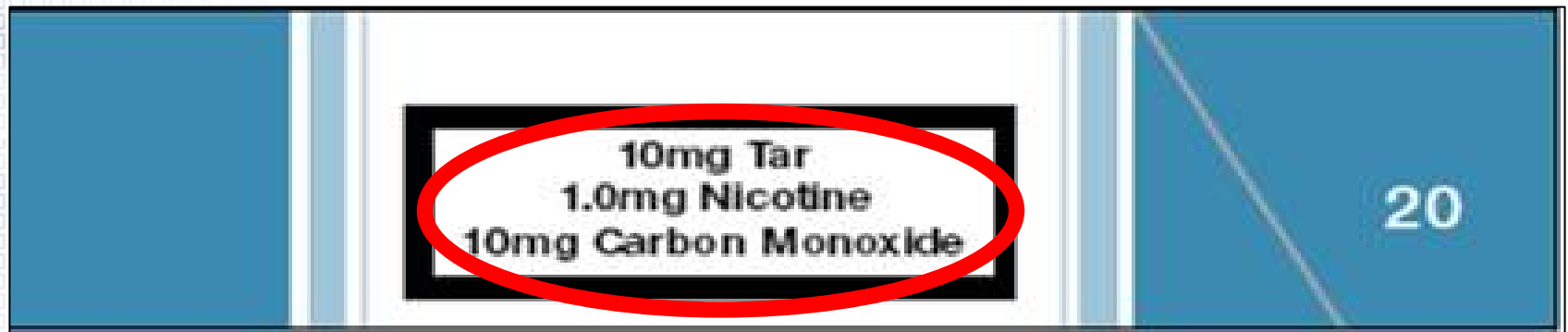
HARM REDUCTION THROUGH PRODUCT REGULATION

- 1. Reduce toxicity for continuing smokers**
- 2. Change addictive properties and patterns of use**
- 3. Consumer information about product contents and harm**



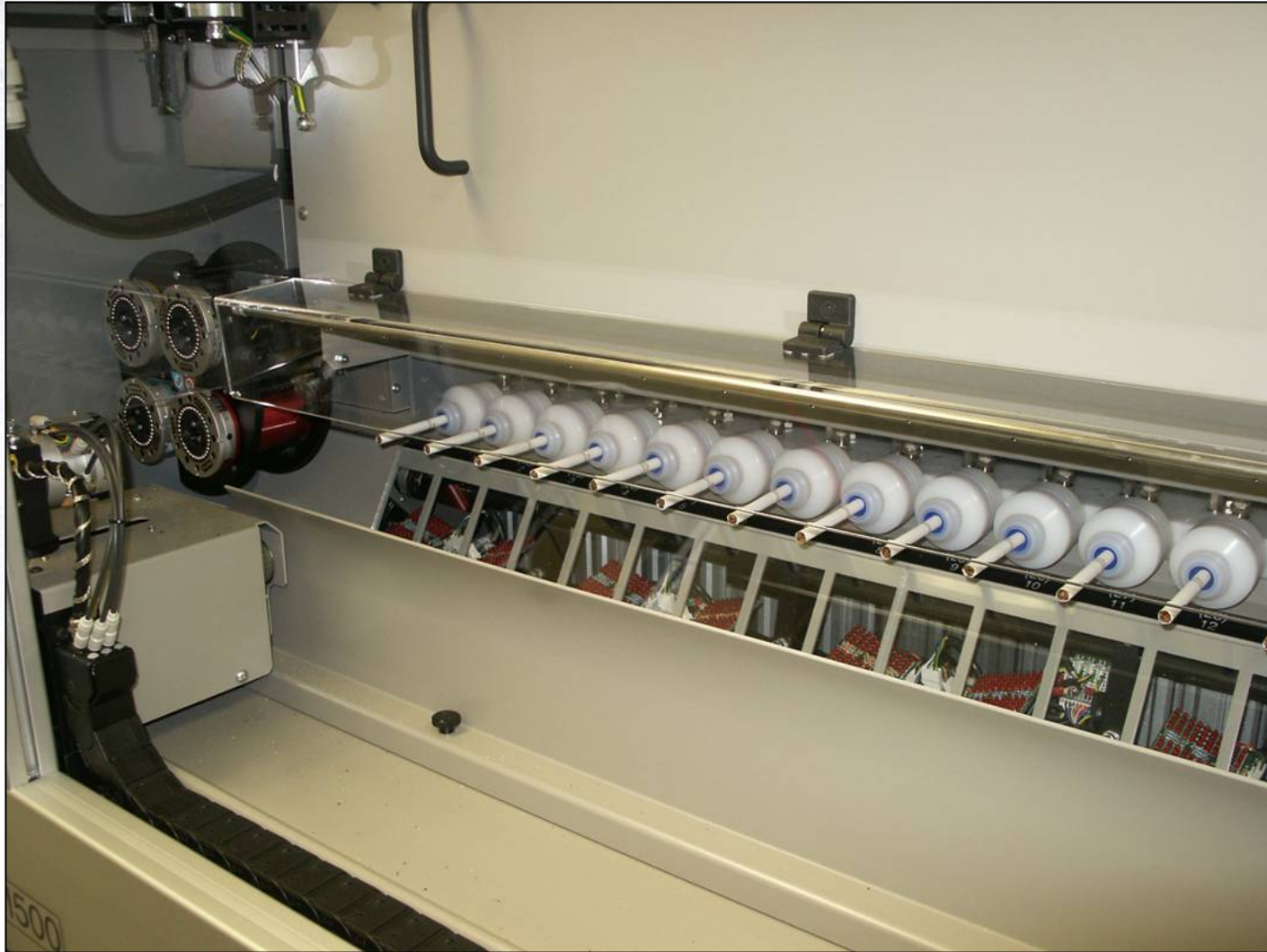
CIGARETTE YIELDS AS CONSUMER INFORMATION

European Union





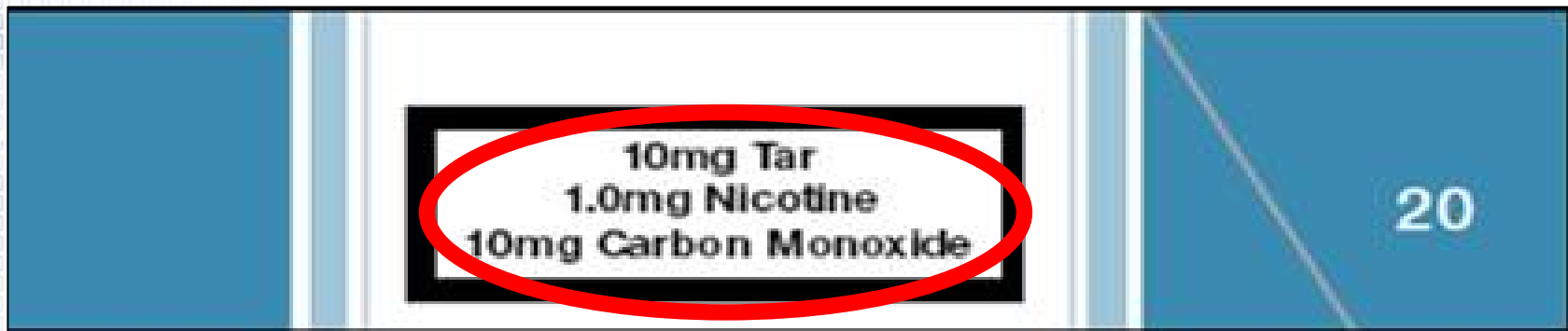
EMISSIONS





CIGARETTE YIELDS AS CONSUMER INFORMATION

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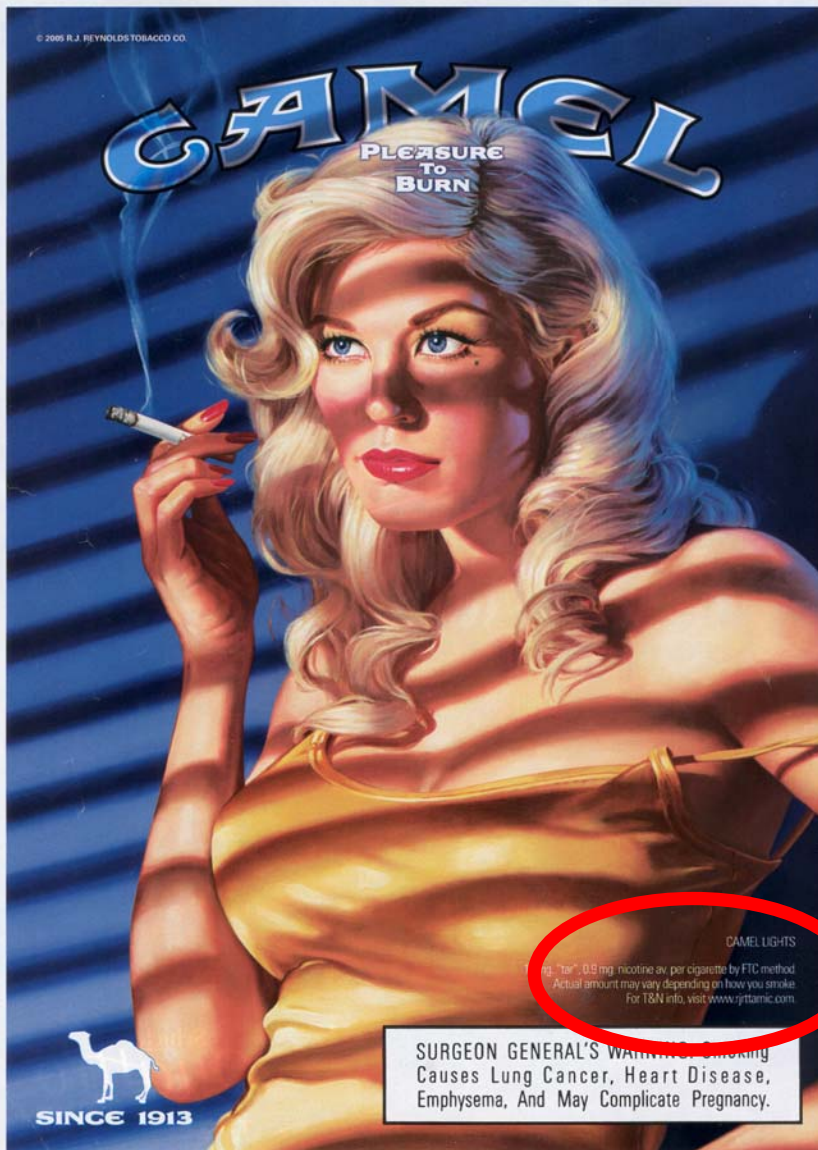


**“Toxic emissions / unit:” “Tar” 1 - 21 mg, Nicotine 0.1 - 1.9 mg,
Carbon monoxide 1 - 23 mg, Formaldehyde 0.0045 - 0.091 mg,
Hydrogen cyanide 0.015 - 0.18 mg, Benzene 0.018 - 0.062 mg**

**“Émissions toxiques / unité:” “Goudron” 1 - 21 mg, Nicotine 0,1 - 1,9 m
Monoxyde de carbone 1 - 23 mg, Formaldéhyde 0,0045 - 0,091 mg,
Acide cyanhydrique 0,015 - 0,18 mg, Benzène 0,018 - 0,062 mg**

CIGARETTE YIELDS AS CONSUMER INFORMATION

Cosmopolitan, October 2005



CAMEL LIGHTS

11mg "tar, 0.9mg nicotine av. Per cigarette by FTC method.

Actual amount may vary depending on how you smoke. For T&N info, visit www.rjrttarnic.com



DESCRIPTIVE CONSUMER INFORMATION

WARNING

**WHERE
THERE'S SMOKE
THERE'S
HYDROGEN
CYANIDE**

Tobacco smoke contains hydrogen cyanide. It can cause headaches, dizziness, weakness, nausea, vertigo and stomach aches in smokers and non-smokers.

Health Canada



FCA RECOMMENDATION #1

Consumer Information

- **Remove and prohibit numeric cigarette yields** from being displayed on packs.



YIELDS AS REGULATORY LIMITS

European Commission's "10-1-10" Policy

- 10mg Tar
- 1mg Nicotine
- 10ppm CO

L 194/26 EN Official Journal of the European Communities 18.7.2001

DIRECTIVE 2001/37/EC OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL
of 5 June 2001
on the approximation of the laws, regulations and administrative provisions of the Member States concerning the manufacture, presentation and sale of tobacco products

THE EUROPEAN PARLIAMENT AND THE COUNCIL OF THE EUROPEAN UNION,

Having regard to the Treaty establishing the European Community, and in particular Articles 95 and 133 thereof,

Having regard to the proposal from the Commission (1),

Having regard to the opinion of the Economic and Social Committee (2),

Having regard to the opinion of the Committee of the Regions (3),

Acting in accordance with the procedure laid down in Article 251 of the Treaty (4), in the light of the joint text approved by the Conciliation Committee on 5 April 2001,

Whereas

(1) Council Directive 89/622/EEC of 13 November 1989 on the approximation of the laws, regulations and administrative provisions of the Member States concerning the labelling of tobacco products and the prohibition of the marketing of certain types of tobacco for oral use (5) was amended substantially by Directive 92/41/EEC (6). Since further amendments are to be made to that Directive, as well as to Council Directive 90/239/EEC of 17 May 1990 on the approximation of the laws, regulations and administrative provisions of the Member States concerning the maximum tar yield of cigarettes (7), those Directives should be recast in the interests of clarity.

(2) There are still substantial differences between the Member States' laws, regulations and administrative provisions on the manufacture, presentation, and sale of tobacco products which impede the functioning of the internal market.

(3) Those barriers should be eliminated and, to this end, the rules relating to the manufacture, presentation and sale of tobacco products should be approximated, while leaving Member States the possibility of introducing, under certain conditions, such requirements as they

consider necessary in order to guarantee the protection of the health of individuals.

(4) In accordance with Article 95(3) of the Treaty, a high level of protection in terms of health, safety, environmental protection and consumer protection should be taken as a basis, regard being had, in particular, to any new developments based on scientific facts; in view of the particularly harmful effects of tobacco, health protection should be given priority in this context.

(5) Directive 90/239/EEC established maximum limits for the tar yield of cigarettes marketed in the Member States with effect from 31 December 1992. The carcinogenic nature of tar makes it necessary to reduce further the levels of tar in cigarettes.

(6) Directive 89/622/EEC established a general warning to be carried on the unit packaging of all tobacco products, together with additional warnings exclusively for cigarettes and, from 1992, extended the requirement for additional warnings to other tobacco products.

(7) Several Member States have indicated that, if measures establishing maximum carbon monoxide yields for cigarettes are not adopted at Community level, they will adopt such measures at national level. Differences in rules concerning carbon monoxide are likely to constitute barriers to trade and to impede the smooth operation of the internal market. In addition, cigarettes have been shown to produce amounts of carbon monoxide which are hazardous to human health and capable of contributing to heart disease and other ailments.

(8) A revision of the regulatory framework needs to evaluate evidence-based claims for tobacco products designed and/or marketed to 'reduce risk', or for which harm reduction is claimed by the manufacturers.

(9) There are differences between the laws, regulations and administrative provisions of the Member States on the limitation of the maximum nicotine yield of cigarettes. Such differences are liable to constitute barriers to trade and to impede the smooth operation of the internal market. Member States and scientific authorities have raised specific problems of public health in a field which has already been the subject of prior harmonisation measures, which the Commission has examined.

(1) *Op. C 150 E*, 30.5.2000, p. 43 and *Op. C 337 E*, 28.11.2000, p. 137.

(2) *Op. C 140*, 18.5.2000, p. 24.

(3) *Opinion of the European Parliament of 14 June 2000 (Op. C 67, 13.2001, p. 150, Council Common Position of 31 July 2000 (Op. C 300, 20.10.2000, p. 40) and Decision of the European Parliament of 13 December 2000 (not yet published in the Official Journal); Decision of the European Parliament of 15 May 2001 and Decision of the Council of 14 May 2001.*

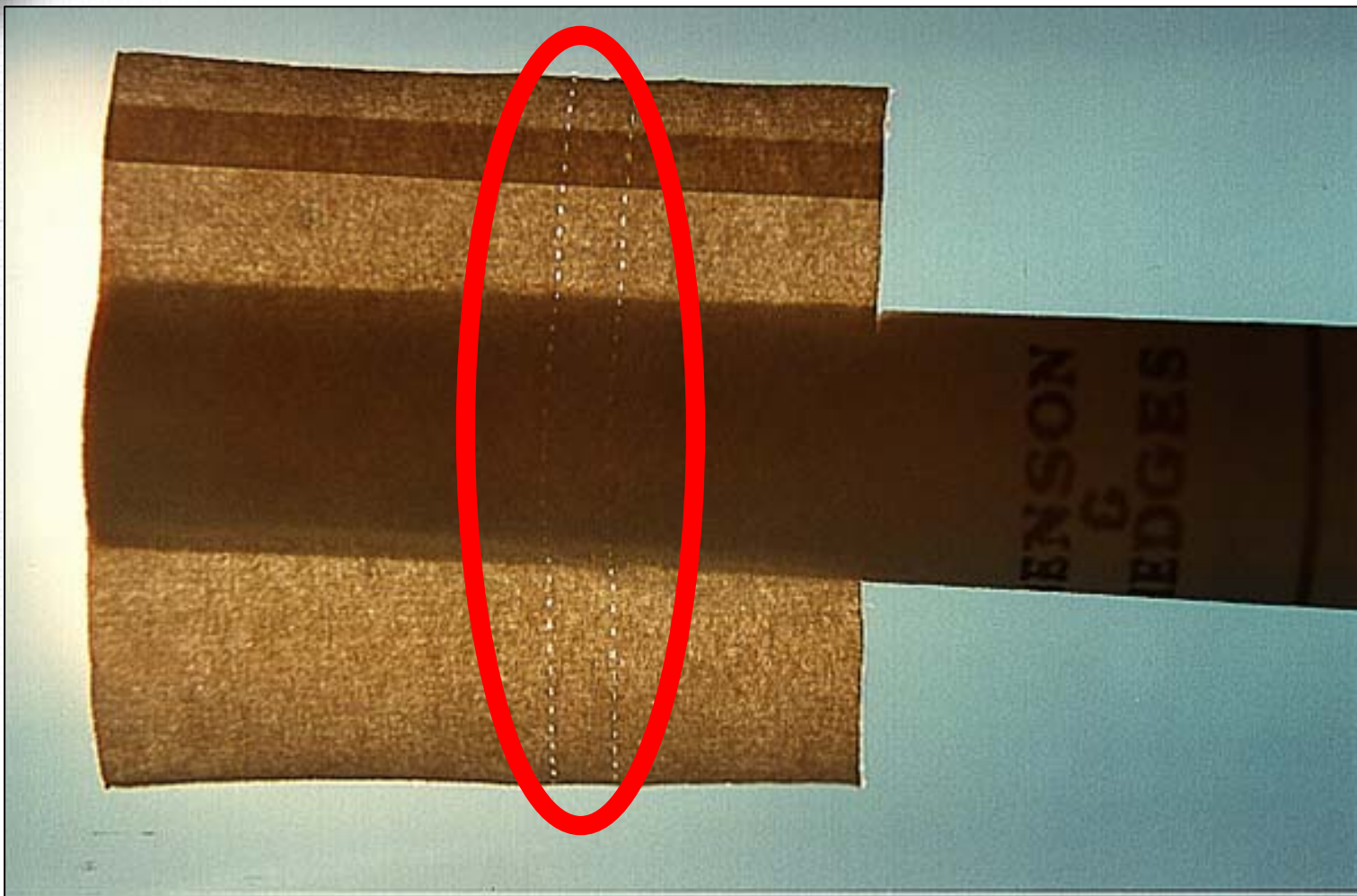
(4) *Op. L 358*, 8.12.1999, p. 1.

(5) *Op. L 158*, 11.6.1992, p. 30.

(6) *Op. L 137*, 30.5.1990, p. 36.



EMMISSION LIMITS



*Source: O'Connor, McNeill, Cummings, Kozlowski, & Giovino; BMJ In Press.



FCA RECOMMENDATION #2

Emissions Testing & Standards

- **Do not establish new emission testing standards at this time.**
- **Do not set limits** for tar, nicotine or other emissions at this time.



REGULATORY DOMAINS & CURRENT STATUS

Domain	Do validated testing / reporting standards exist?	Strategy for regulatory limits?	Capacity	Immediate action
Smoke Emissions	No	No	No	No
Tobacco Contents	Yes	No	No	No
Design/ Engineering	Yes	No	No	No
Ignition Propensity	Yes	Yes	Uncertain	If sufficient capacity
Constituent Labelling	Yes	Yes	Yes	Remove ISO yields from packs.



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FCA RECOMMENDATION # 3

- Consider **reduced ignition propensity** standards if capacity exists to monitor and enforce this regulation.



FCA RECOMMENDATION #4

- Establish workgroup for developing **guidelines for contents, design, and emission** testing and disclosure guidelines.



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Constituent Labelling	Yes	Yes	Yes	Remove ISO yields from packs.



FCA RECOMMENDATION #4

- Establish working group to develop an **international data management repository** to house and analyse the data.