

## **On National Non-Smoking Week, Imperial Tobacco Canada reinforces its commitment to potentially reduced risk products.**

*As part of its transforming tobacco strategy the company launches its newest vaping product*

**Montreal, January 22, 2019** - On National Non Smoking Week, Imperial Tobacco Canada takes another step in its journey to transform tobacco by launching a new vaping product, the Vype ePod. As technology advances and social attitudes towards potentially reduced risk products change, Imperial Tobacco Canada believes that by embracing the principles of harm reduction it can play a key role in helping Health Canada achieve its goal of reducing Canada's smoking rate to less than five percent by 2035.



“We have come a long way but there is still significant progress to be made,” said Eric Gagnon, Head of Corporate and Regulatory Affairs at Imperial Tobacco Canada. “Now the focus must be on responsible communication to adult smokers, education of retailers on the appropriate methods of sale, and the prevention of youth from accessing nicotine products.”

Multiple studies and academic journals have reaffirmed the less harmful nature of vaping products. Many health groups, including Public Health England, have estimated that vaping products are at least 95% less harmful than traditional cigarettes. Health Canada's acknowledgment of vaping as a less harmful alternative to cigarettes is indicative of the shift we're seeing around the world.

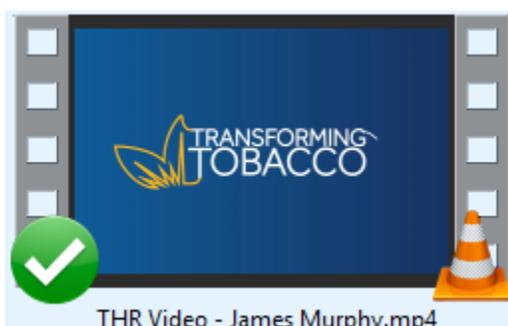
In order for these products to achieve their full potential, it will require the federal and provincial governments to implement the right regulatory framework that allows and supports the appropriate communication about the benefits of vaping products to adult smokers.

“To achieve the government's objective of reducing the smoking rate to 5 percent we need adult smokers to move to these new products,” stated Gagnon. “As we have seen in progressive countries like the United Kingdom that have endorsed vaping, adult smokers will only switch once made aware of the alternative products available to them.”

British American Tobacco, Imperial Tobacco Canada's parent company, has invested over US \$2.5 billion dollars into the development of its innovative new products over the past six years, and continues to invest heavily in the potentially reduced risk product category.

“Tobacco harm reduction is an essential part of our company’s transforming tobacco agenda, and to maximize the number of adult smokers making the switch to a potentially reduced risk product we must continue to innovate and offer high-quality products,” says Mathieu Nadon, Head of Vaping Category, Imperial Tobacco Canada. “Investment and innovation are driving our ability to transform tobacco and meet the expectations of adult smokers seeking a less harmful alternative to cigarettes. Our latest vaping product, the Vype ePod, is yet another example of our commitment to harm reduction.”

Imperial Tobacco Canada invites media and consumers to view the multimedia items below for more details.



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