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New report from Public Health England confronts misinformation on vaping and nicotine – provides new insights as Canadian government goes into consultations on Bill S-5

Montreal, February 7, 2018 – A new report released yesterday by Public Health England conducted by independent tobacco experts provides important conclusions that will help to shape public policy on the tobacco and smoking landscape here in Canada.

Bill S5, which is currently before the federal government’s House Health Committee, proposes a federal regulatory framework for vaping products. As the House Health Committee begins public hearings on February 12 and 26, the new research by Public Health England provides timely points for discussion.

In the report, Public Health England shares its conclusion that e-cigarettes are less harmful than traditional cigarettes by at least 95 per cent; that thousands of smokers incorrectly believe vaping is as harmful as smoking; and that the evidence does not support e-cigarettes are a gateway to smoking, but rather an important tool to help people quit.

For the first time, Public Health England references tobacco heating products (THPs) and how preliminary information on this new category of products suggests that these too may also be considerably less harmful than traditional cigarettes.

“These findings support our commitment to harm reduction strategies and offering adult smokers a choice of quality alternative nicotine delivery products with reduced risk potential, from vapour to THPs,” says Eric Gagnon, Head of Corporate and Regulatory Affairs at Imperial Tobacco Canada. “We believe that industry, public health leaders and regulators have a role to play in providing accurate and facts-based information to support this important product category to adult consumers.”

The report also noted that there is significant public misunderstanding about risks associated with nicotine. Less than 10 per cent of adults understand that most of the harms to health from smoking are not caused by nicotine.

“Smokers need accurate information on the potential safety profile of these products to make an informed decision to switch,” adds Gagnon. “With scientific evidence, issued by groups such as Public Health England, supporting the less-risky nature of vaping, it’s crucial to enact regulations and enforcement that give consumers the information they need while establishing product quality standards, maintaining youth prevention programs and yet encouraging product innovation and basic marketing freedoms.”

Public Health England is an executive body of the UK Department of Health and it, along with other public health authorities in the UK, continues to take leadership in the debate on e-cigarettes. The 2018 report is based on a comprehensive independent review of published scientific literature, survey data and other reports and databases made available since its last review in 2015.

To view the full report, please visit the Government of UK's [website](#) or click [here](#).

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