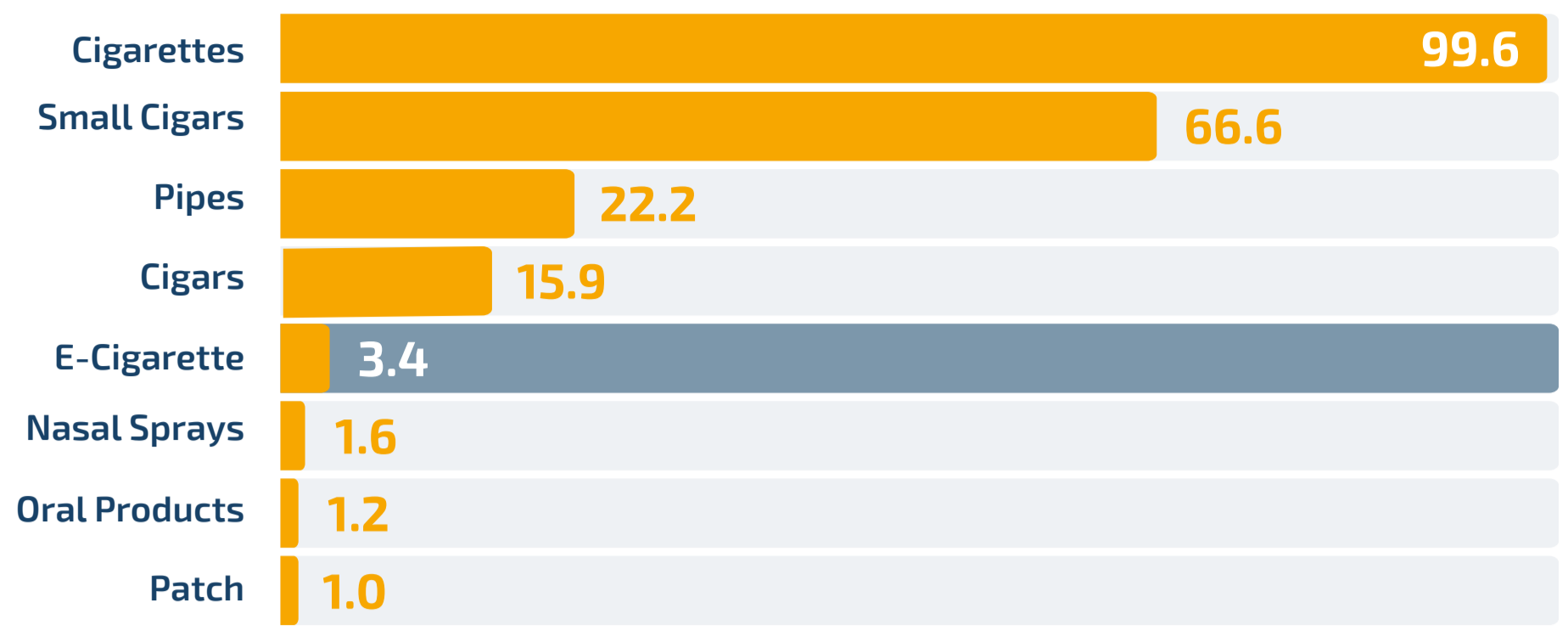


Vaping is 95% less harmful than Smoking

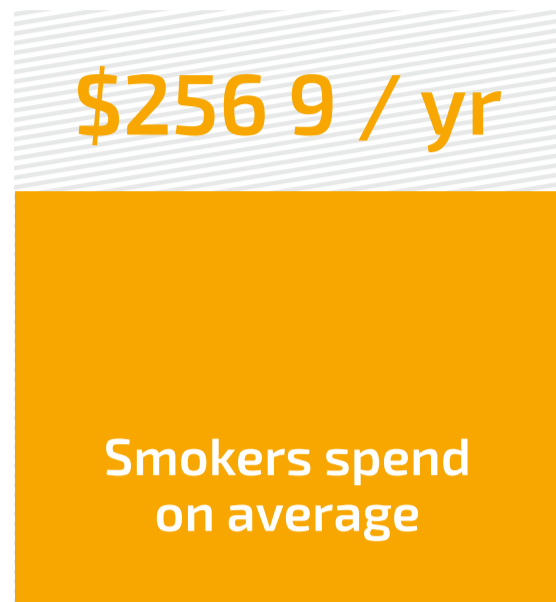


WHAT IS THE RELATIVE HARM OF VARIOUS NICOTINE PRODUCTS?

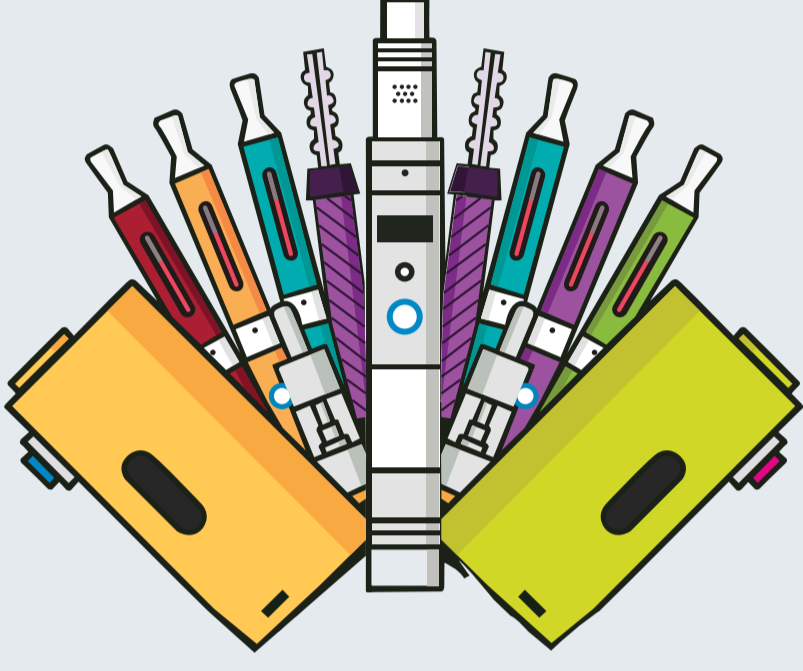
Experts estimate e-cigarettes carry a fraction of the risk of smoking⁷



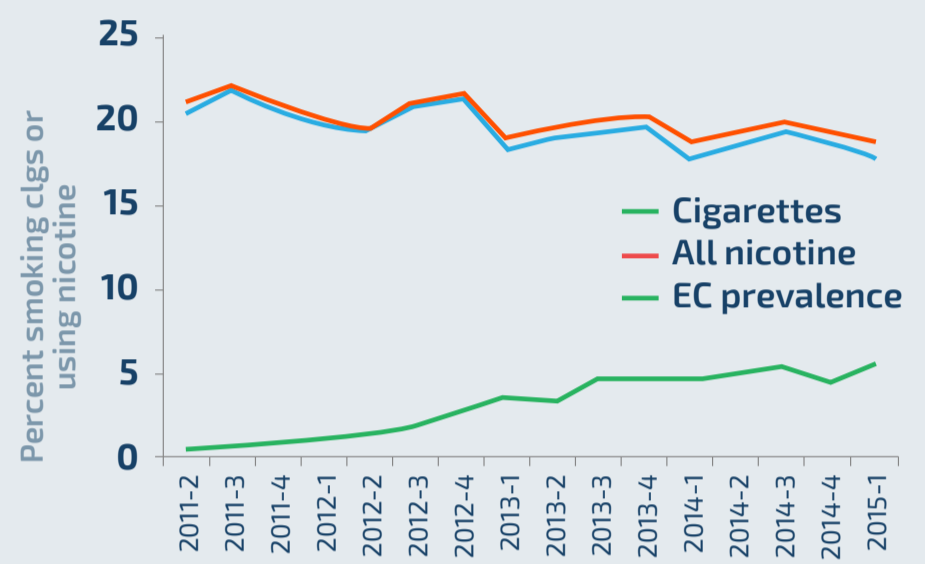
VAPING IS 40% CHEAPER THAN SMOKING



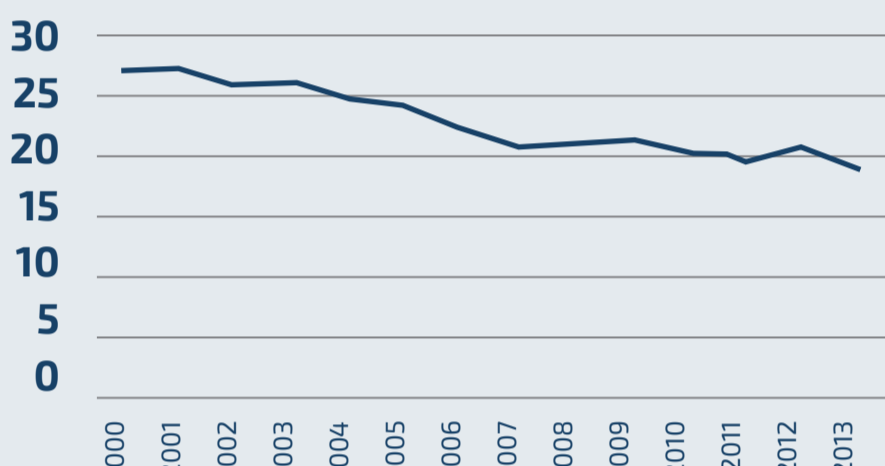
ARE ECIGARATTES A GATEWAY INTO SMOKING?



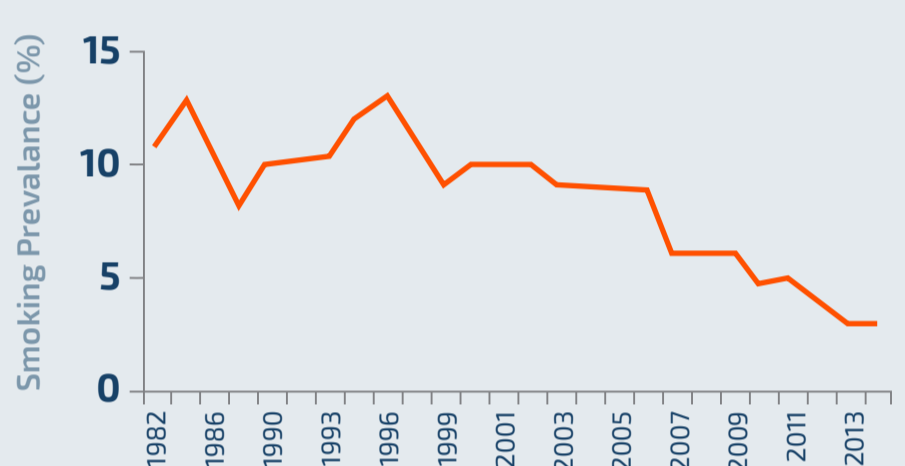
The Rise Of E-cigarette Use In England



Adult Smoking In England Continues To Decline (%)⁴



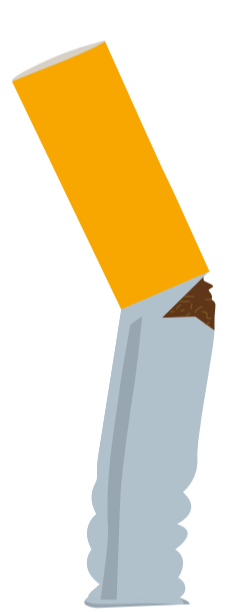
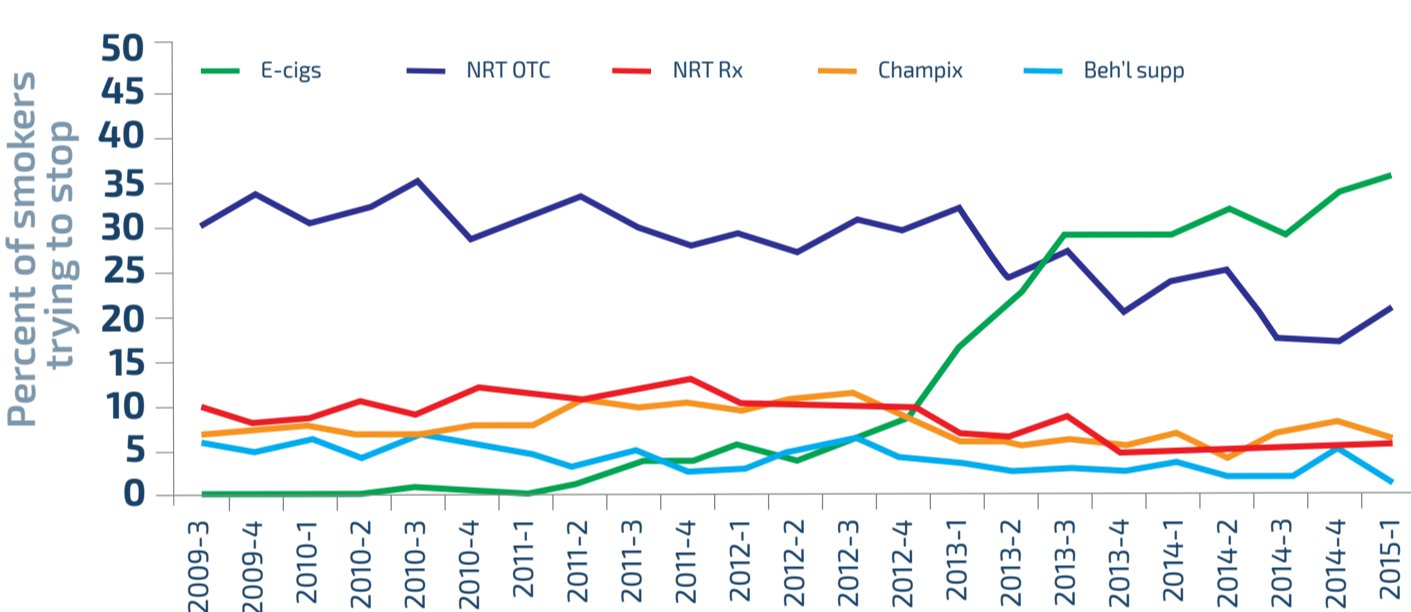
Youth Smoking In England Continues To Decline⁵



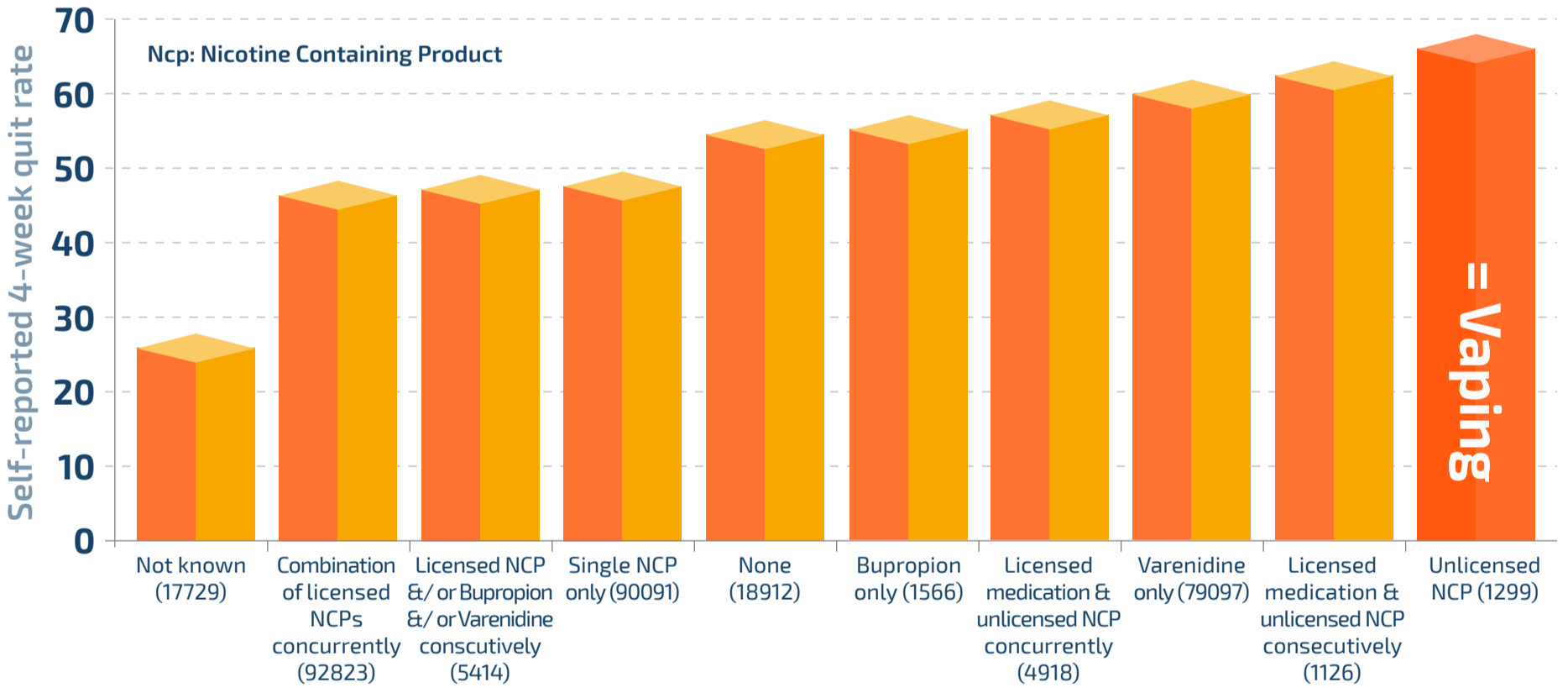
ARE ECIGARETTES AN EFFECTIVE TOOL FOR CUTTING DOWN OR QUITTING ALTOGETHER?

ECigs have rapidly become the most widely used quitting aid in England

E-Cigarettes have become England's most popular quitting aid¹



And when done with the aid of expert support achieve high levels of success
Smokers using EC with expert support to quit enjoy high levels of success⁶



WHAT ARE THE MAIN RISKS?

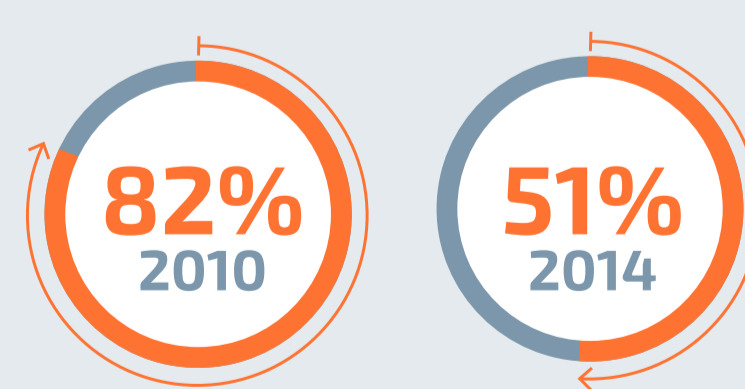
There is a risk of fire from the electrical components & eCigs & a risk of poisoning from ingestion of eLiquids. These risks appear to be comparable to similar electrical goods & potentially poisonous household substances.



WHAT IMPACT IS MISINFORMATION HAVING?

Health scares & mis interpreted research findings are affecting the public perception of eCig safety.

Number of respondents in the US that believe eCigs are safer than smoking



Nearly half the population don't realise e-cigarettes are safer than smoking, and studies have shown that some smokers have avoided switching in the belief that e-cigarettes are too dangerous



WHO ARE PUBLIC HEALTH ENGLAND AND WHAT DO THEY RECOMMEND?



Public Health England



Public Health England exists to protect and improve the nation's health & wellbeing, & reduce health inequalities

Based on the evidence, we believe e-cigarettes have the potential to make a significant contribution to the endgame for tobacco

The Best Vaporizer

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/454517/Ecigarettes_a_firm_foundation_for_evidence_based_policy_and_practice.pdf
https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/454516/Ecigarettes_an_evidence_update_A_report_commissioned_by_Public_Health_England.pdf
http://www.theguardian.com/society/2015/aug/19/public-health-england-e-cigarettes-safer-than-smoking?CMP=share_btn_tw
https://app.buzzsumo.com/research/top-content?type=articles&result_type=total&num_days=360&general_article&info_graphic&video&guest_post&giveaway&interview&q=Public%20Health%20England&page=1&backlinks=false&links_sitewide=true&unique_domains=true&offset=0