



EUROPEAN COMMISSION
HEALTH AND CONSUMERS DIRECTORATE-GENERAL

Deputy Director General for Consumers and Health

Brussels,

Dear Ms. Arnott,

I would like to thank you for your email of 24 September to my colleagues and myself concerning the revision of the Tobacco Products Directive and the regulation of e-cigarettes and other nicotine containing products. I am happy to have this opportunity to express our high appreciation for the strong support of Action on Smoking and Health, the Royal College of Physicians and the Trading Standards Institute for the stricter regulation of these products under pharmaceutical legislation.

We share your concerns regarding the need to better regulate nicotine containing products, which are subject to divergent regulation in the EU and whose market share is growing. We are of the opinion that nicotine containing products, including e-cigarettes, have the potential to act as useful cessation tools, but only provided their safety, quality, and efficacy are ensured and correctly monitored. We agree that existing pharmaceutical legislation provides for a coherent and well established regulatory framework to ensure this, while keeping the administrative burden proportionate. Pharmaceutical legislation would also ensure that nicotine containing products are not advertised and promoted in an inappropriate manner.

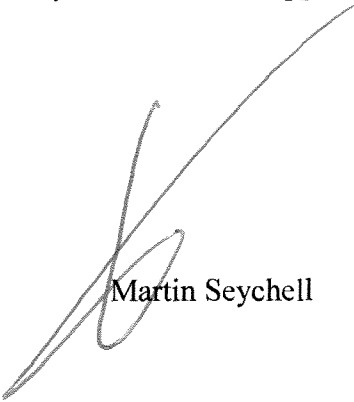
It is our hope that negotiations between Commission, Council and Parliament will be enabled to proceed in a constructive manner, and that a suitable solution for the regulation of nicotine containing products in the EU will be found. The Council has already confirmed that it holds a similar view to that of the Commission. It is hoped that the European Parliament, in its October plenary session, will also support this approach, but - like you - we also received signals pointing in a different direction. In any event the underlying objectives seem to be shared by now: nicotine containing products should develop their full potential as safe and effective cessation products while being prevented from becoming gateway products to nicotine addiction and to smoking.

Ms Deborah Arnott MBA FRCP
Chief Executive
Action on Smoking & Health
Suites 59-63, 6th Floor, New House
67-68 Hatton Garden
London EC1N 8JY

Obviously we fully agree with you on the need for a swift adoption of the revision of the Tobacco Products Directive at EU level. It is essential that negotiations are enabled to progress without further delay if the adoption is to be envisaged before the end of the current legislative term.

In this respect we are very grateful that we can count on your continued support in this important matter.

Yours sincerely,

A handwritten signature in dark ink, consisting of a large, stylized 'M' followed by a long, sweeping horizontal stroke that extends to the right.

Martin Seychell