

THE E-CIGARETTE

AN ALTERNATIVE
TO TOBACCO



FACTSHEET

October 2017

The Bündnis für Tabakfreien Genuss e.V. (BfTG) has been representing small- and medium-sized businesses in the German e-cigarette industry since 2015. We have no connection to the tobacco industry and campaign not only for a professional dialog on the necessary regulations, but also for the potential of the e-cigarette in terms of health and economic policies.



Dustin Dahlmann (Chairman)



Thomas Mrva (Board)



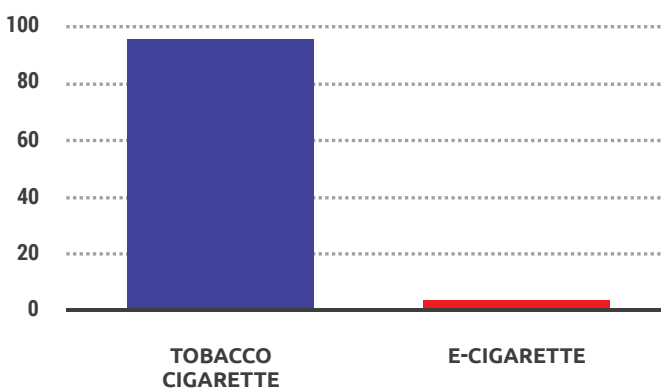
Frank Hackeschmidt (Board)

The purpose of this factsheet is to contribute to this professional dialog and to show that the e-cigarette can help to significantly reduce the consumption of tobacco in Europe.

Independent Tobacco-free Product

The e-cigarette is an entirely different product from the conventional tobacco cigarette. It also differs from the so-called "heated tobacco", which is basically also a tobacco product. E-cigarettes are 100% tobacco-free. They vaporize flavored e-liquids that can also, but do not necessarily have to, contain nicotine. This means that considerably less harmful substances are inhaled than is the case with tobacco products (harm reduction).

RISKS IN DIRECT COMPARISON



Considerable Risk Reduction confirmed

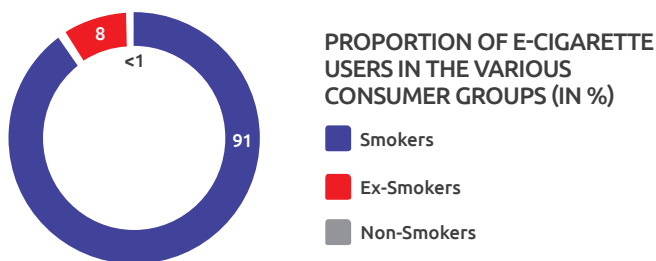
According to Public Health England, a British Department of Health agency, e-cigarettes are 95% less harmful than tobacco cigarettes. Researchers have confirmed this: 61 of the 79 harmful substances found in tobacco smoke are not present at all in e-cigarettes. And the European Chemicals Agency attest that there is no risk to the respiratory system from propylene glycol.

No Risk from passive Vaping

According to an analysis conducted by the German Fraunhofer Wilhelm-Klauditz-Institut, e-cigarettes do not emit any harmful passive vapor. The concentration of formaldehyde measured was below the detection limit and was equivalent to the amount normally found in the air that people in- and exhale. Even the British Parliament's Scientific Service sees no significant risk.

Ex-Smokers as the largest Consumer Group

Smokers and ex-smokers account for the highest percentage of e-cigarette consumers. Only a very small number of non-smokers (less than one percent) start vaping at all. This is confirmed by various national surveys. For example, Germany: here, 91% of e-cigarette users are ex-smokers/switchers and a further 8% are dual consumers. This means that almost all e-cigarette users in Germany are smokers or ex-smokers according to a study for the Department of Health.

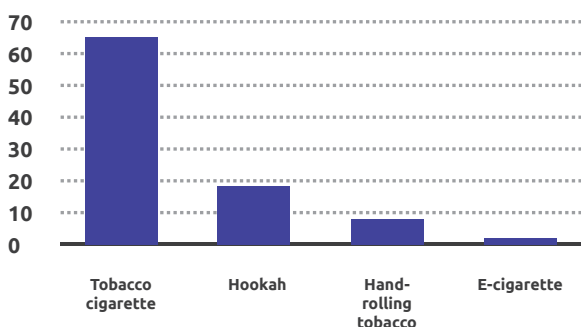


Starting with the conventional Tobacco Cigarette

Only 1% of 18–25 year-olds in Europe start consuming nicotine with the e-cigarette. Most of them (65%) still start with the conventional tobacco cigarette. Researchers see one key difference to tobacco here:

„Additionally, despite its increasing popularity, those who tried an e-cigarette because they considered it attractive were not more likely to become current users, which may be in contrast to the importance of image and attractiveness for conventional cigarettes.“

FIRST-TIME USE AMONG 18-24 YEAR-OLDS (IN %)



Visible Aid to stopping Tobacco Consumption

60%

HIGHER SUCCESS RATES

Smokers, who use e-cigarettes to help them stop their tobacco consumption, have a 60% higher success rate than if they were to use conventional nicotine-replacement

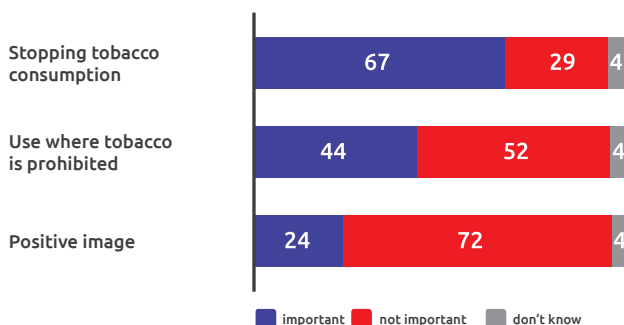
therapies such as chewing gum or plasters.

Experts estimate that 6.1 million Europeans stopped using tobacco with the help of the e-cigarette and that 9 million are able to reduce their tobacco consumption this way. In the UK, the Department of Health estimates that the e-cigarette successfully helped 2 million people to stop using tobacco and approximately half a million to stop smoking.

Health as a Motive – no clean Lifestyle

The majority of Europeans consider the e-cigarette to be a helpful way to stop them using tobacco. The driving force behind this is the wish to improve their health. And rightly so: after switching, 74% notice general positive health effects, for example. In contrast, image-related reasons are marginal.

MOTIVATION TO USE E-CIGARETTES (IN %)



Differentiated Regulations ensure Chances of Success

Users place their trust in the e-cigarette. Its positive side effect is that it helps people to stop using tobacco. And unlike tobacco, e-cigarette users reduce their nicotine consumption over time. This is generally less than with conventional cigarette smokers.

On a global level, health experts are campaigning for a regulation with a sense of proportion. For example: in 2016, the anti-tobacco NGO "ASH Wales" welcomed the government's decision not to enforce stricter regulations as the latter also sees e-cigarettes as an aid for smokers. Even the WHO recommends charging less tax on e-cigarettes than on tobacco products. Differentiated regulations make it easier for smokers to switch to the less risky alternative to tobacco.

BENEFIT FROM POTENTIALS INSTEAD OF BLOCKING

The e-cigarette is up to 95% less harmful than the tobacco cigarette. It contributes demonstrably to the smoking cessation.* A health policy potential that can not be used by legal over-regulation.



We, the small and medium-sized companies in the e-cigarette industry, have been set up high standards for years – irrespective of the tobacco industry. See our positions on www.bftg.org.

 **Bündnis für
Tabakfreien
Genuss e.V.**

Bündnis für Tabakfreien Genuss (BfTG) e.V.
Ringseisstraße 6a
D-80337 München

Phone: +49 (0)40 228 130 75

Fax: +49 (0)40 609 407 46

E-mail: info@bftg.org

www.bftg.org

Executives:

Dustin Dahlmann (Chairman)

Thomas Mrva, Frank Hackeschmidt