



EFFECTIVE

ANTI-SMOKING POLICIES

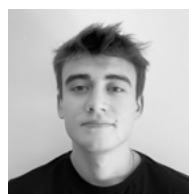
GLOBAL INDEX

Editor's Note

Index Coordinators



General Coordinator:
Federico N. Fernández
Federico is President of Fundación Internacional Bases and CEO of the We Are Innovation network.



Contributor:
Tomás Leonardelli
Tomás is Project Director at Fundación Internacional Bases (FIB) and Researcher at the Somos Innovación (We Are Innovation) Network.

General Information

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www.weareinnovation.eu



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Foreword

One of the biggest public health problems affecting humanity today is smoking. Smoking is the second leading risk factor for death worldwide and claims the lives of more than 8 million people each year. Although in recent decades there has been worldwide progress in raising awareness of and disseminating the risks of smoking, cultural and physiological elements make this habit difficult to eliminate from society, especially in those who have developed an addiction to cigarettes and other forms of combusted tobacco. Thanks to innovation, a myriad of non-combusted alternatives (with and without nicotine) are now available. These are at least 95% safer than smoking, including vape and heated tobacco products, snus and nicotine pouches (non-combusted nicotine products). Thus, the ability of the devices to deliver nicotine (a substance that can generate dependence, but is not particularly harmful to health in itself) without the high content of toxic elements resulting from combustion is crucial. All these products are not only substantially less harmful to the health of the direct consumer but also to those around them. In addition to being particularly inexpensive compared to other alternatives, they have proven to be much more effective for quitting smoking than nicotine replacement therapies, nicotine patches and gum (Nicotine Replacement Therapies) or the mere traditional abstinence.

Despite the broad scientific consensus on this issue, many government authorities, civil organizations and international institutions still maintain recommendations that, despite their good intentions, are not supported by evidence and, therefore, undermine successful tobacco harm reduction strategies. Regulatory reforms are essential in many countries in order to enable and facilitate access to the best tools in the fight against smoking. In this regard, disseminating technical information and combating misinformation, myths and distortions about non-combusted nicotine products and nicotine itself is a fundamental responsibility that all stakeholders, both public and private, must assume.

This motivated the We Are Innovation network to do research and gather the latest global studies regarding the uses and regulations of non-combusted nicotine products in order to give scientifically-valid recommendations and alternatives for governmental policies to promote solutions for a real reduction of smoking. At the We Are Innovation network, we are an alliance of institutions

and individuals dedicated to achieving the implementation of innovative solutions worldwide. For it is through innovative solutions that civil society, i.e. each one of us, can become involved in problem solving.

This perspective allows We Are Innovation to address different topics, from innovation in energy and automation, to digitalization, artificial intelligence and regulatory framework for entrepreneurs. In terms of public health, innovation is key because it has a direct effect on the quality of life and life expectancy of millions of people. Thus, a scientific, evidence-based, and open to innovation approach becomes crucial to define the main problems to address and the best solutions to be found, eventually generating the greatest benefits at the lowest possible costs.

The main focus of this work is the evaluation of the state of public policies on tobacco harm reduction for 59 countries around the world by means of an index that allows quantitative comparisons with respect to qualitative variables. The analysis, a pioneer in the field, facilitates the study of the status of a country in comparison with desirable theoretical objectives.

In turn, the index contains the most extensive and comprehensive compilation and review of scientific research, harm reduction and evidence-based anti-smoking policies in Spanish-speaking countries.

This index took months of hard work and research, so it is important to understand that by the time this document is published, some policies may have changed in the countries analyzed. However, the information it contains is fundamental to continue opening the dialogue for a more informed debate on solutions that will allow for better decisions on harm reduction from smoking.

Executive Summary

Smoking is one of humanity's greatest health problems and more than 8 million people die prematurely as a result of smoking each year. In this regard, the right approach is a comprehensive application of harm reduction. That is, a set of practical strategies and ideas aimed at reducing the negative consequences of certain habits and consumption of individuals, as opposed to the impractical alternative of "Quit or Die". In the case of smoking, the addictive aspect of the habit often makes it impossible for the smoker to simply quit. The most up-to-date scientific evidence indicates that Nicotine Non-Combusted Products are the most effective method to quit combusted tobacco and avoid almost all the health harms associated with smoking. When we refer to non-combusted products we mean Vape Products, Heated Tobacco Products, Snus and Nicotine Pouches. Unfortunately, positions not supported by evidence from the media and government authorities, however well-intentioned, undermine successful harm reduction strategies for smoking.

The evidence from studies, articles, reports and meta-analyses all agree that these products are substantially (between 95% and 98%) less toxic and harmful to health than tobacco consumed in the traditional way by combustion (whether in pipes, cigarettes or cigars). They also indicate that, although it may cause dependence, nicotine itself does not cause significant harm to health, unlike almost all other elements that are emitted during tobacco combustion. Nicotine is crucial in facilitating the transfer to these products. Flavors contribute in a similar way. The above products are very effective ways to quit smoking, surpassing the effectiveness of Nicotine Replacement Therapy. At the same time, they do not constitute a gateway to smoking and nicotine consumption, even among young people, in a relevant way, while at the same time they allow a substantial reduction in the number of smokers by targeting the most at-risk adult groups.

This report is an index of public policies on these non-combusted nicotine products that covers 59 countries around the world divided into 4 major regions. Ten relevant categories were analyzed and weighted to evaluate the government policies implemented by country in relation to each product class (Vape Products, Heated Tobacco Products, Snus and Nicotine Pouches).

These categories were the policies of:

1. Regulatory Framework
2. Banning
3. Flavors
4. Packaging
5. Display
6. Advertising
7. Retail Availability
8. Online Sales
9. Taxation
10. Promoting Tobacco Harm Reduction

By bringing them all together, it was possible to make a general evaluation of each country's attitude towards the product.

Of the 59 countries surveyed, 10 ban vaping products, 5 ban heated tobacco products, 11 ban nicotine pouches and 27 ban snus. Only in 2 countries do local authorities actively promote switching from combusted products to Vape Products, none do so for Heated Tobacco Products, none do so for Snus and none do so for Nicotine pouches.

Although there are a few cases with particularly good performance, in general most of the 59 countries lag behind the desired scenario. In relation to each of the products, Nicotine Pouches lack their own regulatory framework in most countries (only in 15 countries), Snus is in an intermediate position (38 countries with their own regulatory framework), and Vape Products and Heated Tobacco Products are in a better position (45 and 44 with a regulatory framework, respectively).

As regards the policies on each category analyzed, the main problem is the Promotion of Tobacco Harm Reduction, followed by Taxation, Packaging, Online

Sales, Advertising and Regulatory Framework. This is followed by the categories of Display, Retail Availability, Flavors and, lastly, Banning. This leads to the conclusion that, between bans and limitations, most countries in the world uphold particularly restrictive policies for the use of these products as harm reduction tools.

Taking this situation into account...

The case of Australia is paradigmatic, with all products banned, placing it at the bottom of our index of countries with a regulatory framework. Likewise, only England and New Zealand actively promote the use of vaping products as a smoking quitting tool and none do so for any of the other three products, which places them in second and third place respectively, although they maintain bans on Snus. In first place is Switzerland, which has all products permitted and regulated with a specific regulatory framework along with very good policies in terms of the categories analyzed, but without actively promoting the shift from Combusted Products to reduced risk products.

This research suggests that the main aspects to be addressed by public policies are:

- legalization of non-combusted nicotine products
- the immediate solution to the lack of information, including by the health authorities, on these products and their effectiveness as smoking quitting devices

Once these two major challenges have been addressed, particularly the change in health recommendations, it will be possible to move forward with regulatory frameworks that address specific problems.

As regards Vape Products and Heated Tobacco Products, the need to emphasize regulations on advertising, taxation tools and health policy arises. On the other hand, in the case of Nicotine Pouches, attention should be focused on the definition of specific regulatory frameworks and on the modification of the recommendations of the health authorities. Finally, Snus has a somewhat backward situation due to the fact that the European Union countries prohibit it (with the exception of Sweden), which implies a need for a general review of the regulatory policies governing the product in almost all its aspects.

If we focus on regional analyses, Europe needs to advance in the definition of a specific Regulatory Framework for Nicotine Pouches, the legalization of Snus,

and the improvement of Taxation tools regulations and health recommendations on all products. The Americas should work on making the use of non-combusted nicotine products viable as a tool against smoking, and on updating the positions of health authorities. Asia-Oceania needs to work on Promoting Tobacco Harm Reduction and Taxation tools, on re-evaluating some Advertising regulations for all products, and on focusing on defining a specific Regulatory Framework for Nicotine Pouches. Lastly, Asia-Africa should work on improvements in health authority recommendations and Advertising regulations, on re-evaluating some general Taxation tools, and on defining a specific Regulatory Framework for Nicotine Pouches and the further legalization of Snus.

In conclusion, intelligent legislation open to innovation is needed to incorporate the costs and benefits of evidence-based policies from a practical perspective, balancing the risks that the measures may pose, understanding that interventions may have unintended consequences, that high bureaucratic and tax barriers nullify positive future transformations, and that the most extreme bans usually create black markets with serious consequences. Thus, states should allow the use of Flavored Non-Combusted Nicotine Products without excessive nicotine limits. Moreover, states should ensure the availability of evidence-based information regarding these products' low toxicity and high effectiveness as a smoking cessation mechanism. States should also implement promotional public policies, addressed to both health professionals and the general population, as a way to help the 30+ years population to quit smoking and ensure the banning of all uses of these products, with and without nicotine, in minors.

Summary

Summary of Results

Smoking is one of humanity's greatest health problems. The health burden of smoking is shifting from high-income to low- and middle-income countries, and some estimates suggest that 1 billion people could die from smoking in the 21st century. More than 8 million people died prematurely as a result of smoking in 2017. To break this number down, 7 million people died from smoking itself, but an estimated 1.2 million people died prematurely from secondhand smoke. Today, tobacco is the second leading risk factor for death globally after hypertension and the first one for "drug" use. Fifteen percent of all global deaths are attributable to smoking and about 20% of cancer deaths are tobacco-related, with smoking being the leading risk factor for lung, tracheal and bronchial cancer (this, in turn, is the leading cause of cancer death). Globally, cancer is the second leading cause of death after cardiovascular diseases.

This places smoking at the center of any evidence-based health policy because it is not only the second leading risk factor for death, but, of the first two risk factors, it is now much easier to address. Unlike hypertension or cardiovascular diseases, which have innate genetic and multifactorial behavioral aspects as the origin of the problem and, therefore, require numerous changes in the individual's lifestyle (diet, physical activity and consumption of alcohol, drugs, etc.), smoking only requires smoking cessation. In the context of the SARS-CoV-2 pandemic and its COVID-19 disease worldwide, the risk of developing health problems or dying from respiratory disease becomes more relevant. Crucially, although nicotine can cause dependence and smoking addiction, it has never been as easy as it is today to quit smoking: a wide range of non-combusted nicotine products ranging from vape products and heated tobacco to snus and nicotine pouches make it possible to quit smoking and avoid almost all of the more than 70 toxic and carcinogenic chemicals that harm the smoker's health.

In this regard, the appropriate approach to the problem of smoking is the comprehensive application of the so-called "Harm Reduction", that is, a set of practical strategies and ideas aimed at reducing the negative consequences of certain habits and consumption by individuals. This vision is opposed to the impractical alternative of "Quit or Die", in which the individual faces a profoundly merciless dichotomy. In the case of smoking, the addictive aspect of the habit often makes it impossible for the smoker to simply quit. Therefo-

re, public health policies should seriously consider all the options that allow effective harm reduction and minimization instead of opting for idealized utopian alternatives. The most up-to-date scientific evidence shows that non-combusted Nicotine Products, especially those with nicotine, are the most effective method to abandon combusted tobacco and avoid almost all the smoking-related health harms.

“The most up-to-date scientific evidence shows that non-combusted Nicotine Products, especially those with nicotine, are the most effective method to abandon combusted tobacco and avoid almost all the smoking-related health harms.”

Unfortunately, the media and government authorities' positions not supported by evidence, even if well-intentioned, undermine successful harm reduction strategies against smoking. Nicotine and non-combusted nicotine products, their use and users have been stigmatized, with serious consequences to the success of the fight against smoking.

When we analyze risks, we need to know how to measure them relatively and act accordingly. These products do not come out of nowhere, but are proposed as an alternative to cigarettes. And when they are compared to cigarettes, we find that the risks of their use are considerably lower for the user.

In contrast to this view, the so-called "Precautionary Principle" can be summarized as the recommendation not to innovate or advance in a direction when there is a real possi-

bility of a risk, when this risk is serious and irreversible, and when there is a principle of scientific certainty that suggests it, even if it is not absolute. The main problem is that the precautionary principle affects innovation, since it requires innovation to find perfect solutions, prioritizing unknown or potential risks over those already known. Thus, the precautionary principle in its extreme version becomes prohibitionist.

“Unfortunately, the media and government authorities' positions not supported by evidence, even if well-intentioned, undermine successful harm reduction strategies against smoking.”

The central problem of prohibitionism, in addition to the violation of individual rights in some cases based on subjective values, is that it brings with it unintended consequences. In the first place, it promotes the criminalization of activities that in themselves do not affect third parties and are not violent in nature, pushing these activities into the black market, where they are managed by criminal gangs. Users are pushed into illegality, in a scenario where quality control, the possibility to complain, traceability and security do not exist. Smart regulation is located at the antipodes of prohibitionism. It is a pragmatic approach to the problems of balancing costs and benefits in a social, economic and political framework of inevitable uncertainty

General Remarks

All tools to reduce the harmful effects and smoking in all its forms are crucial. There is a real consensus from dozens of respected scientific organizations and public health authorities that have reviewed the evidence and made public statements on the relative risks of non-combusted nicotine products. The evidence from studies, articles, reports, and meta-analyses all agree that these products are substantially (95% to 98%) less toxic and harmful to health than tobacco consumed in the traditional way by combustion (whether in pipes, cigarettes or cigars). At the same time,

they indicate that, although it can cause dependence, nicotine itself does not harm health significantly, unlike almost all other elements that are generated during the combustion of tobacco in the traditional way. It is vital in facilitating the transfer of smoking to these products. In the same sense, flavorings collaborate in a similar way.

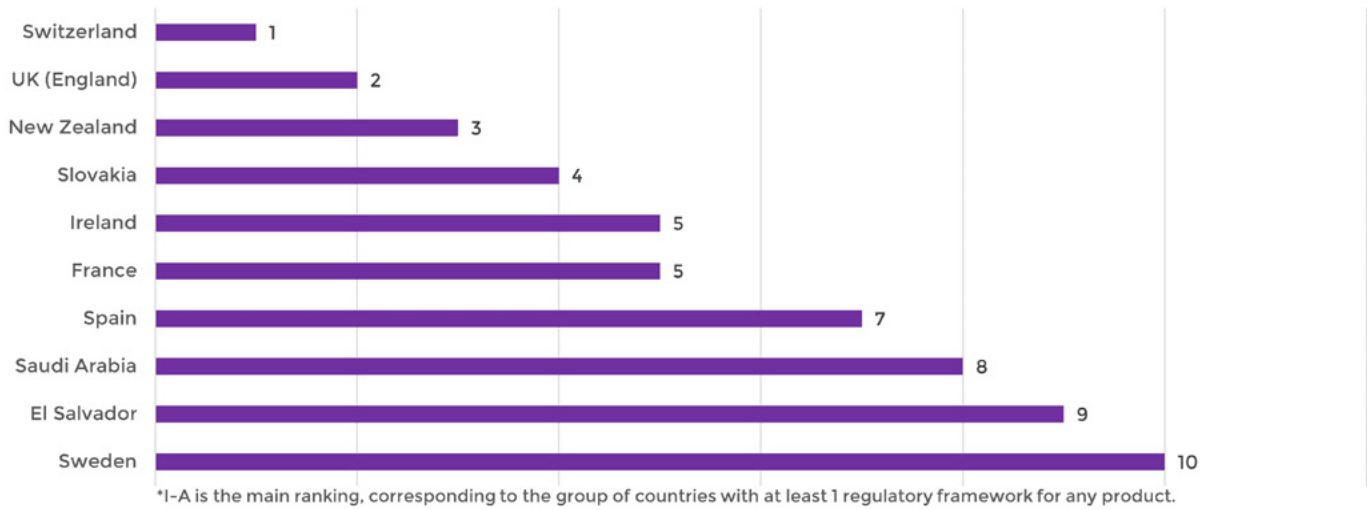
The above-mentioned products are very effective ways to quit smoking (with rates between 11% and 18% effectiveness), surpassing the effectiveness (between 6 and 9.9%) of Nicotine Replacement Therapy (Adhesive Patches, Nasal Sprays, Inhalers, Chewing Gums, Lozenges, Mouth Sprays, Mouth Strips and Micro-tablets), which usually includes a medical and psychological follow-up and accompaniment, even when all these means described are used in combination. For this reason, the current index will emphasize non-combusted nicotine products, leaving aside Nicotine Replacement Therapy products, which, in general terms, are widely spread, allowed in regulatory terms.

Main Findings

Out of the 59 countries analyzed, 10 ban vaping products, 5 ban heated tobacco products, 11 ban nicotine pouches and 27 ban snus. The case of Australia is paradigmatic, with all products banned or substantially restricted, scoring the lowest in our index of countries with a regulatory framework. Likewise, only England and New Zealand actively promote the use of vaping products as a smoking cessation tool and none do so for any of the other three products, scoring in the second and third place respectively, although they maintain bans on Snus. In the first place is Switzerland, which has all products permitted and regulated with a specific regulatory framework along with very good policies in terms of the categories analyzed, but without actively promoting the shift from combusted products to reduced risk products. It is worth noting that, except for the previously mentioned case of England and New Zealand, the rest of the countries do not promote the switch from Combusted Products to any of the products analyzed.

In a nutshell, we can highlight that there are a few cases with a particularly good performance, but in general most of the 59 countries lag behind the desired scenario. As a summary and in relation to products, heated tobacco products are the best positioned, with vaping products in an intermediate position, followed by nicotine pouches and snus in the worst position.

Top 10 Countries: I-A Ranking Positions

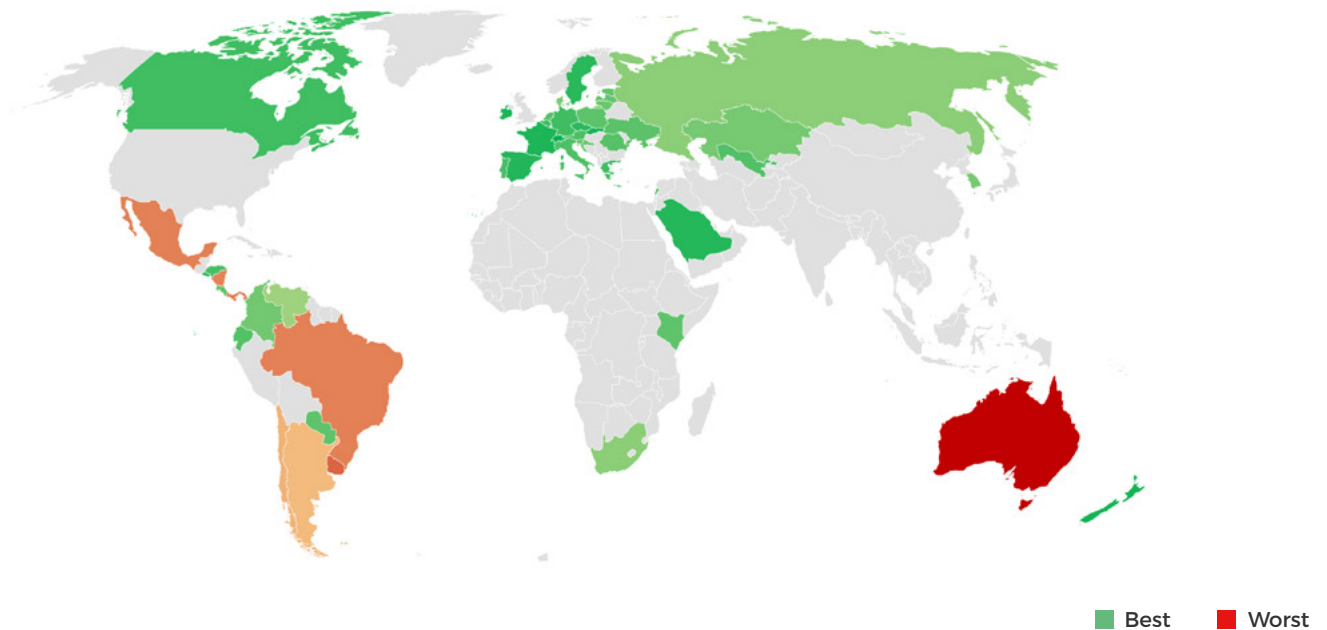


Worst 10 Countries: I-A Ranking Positions

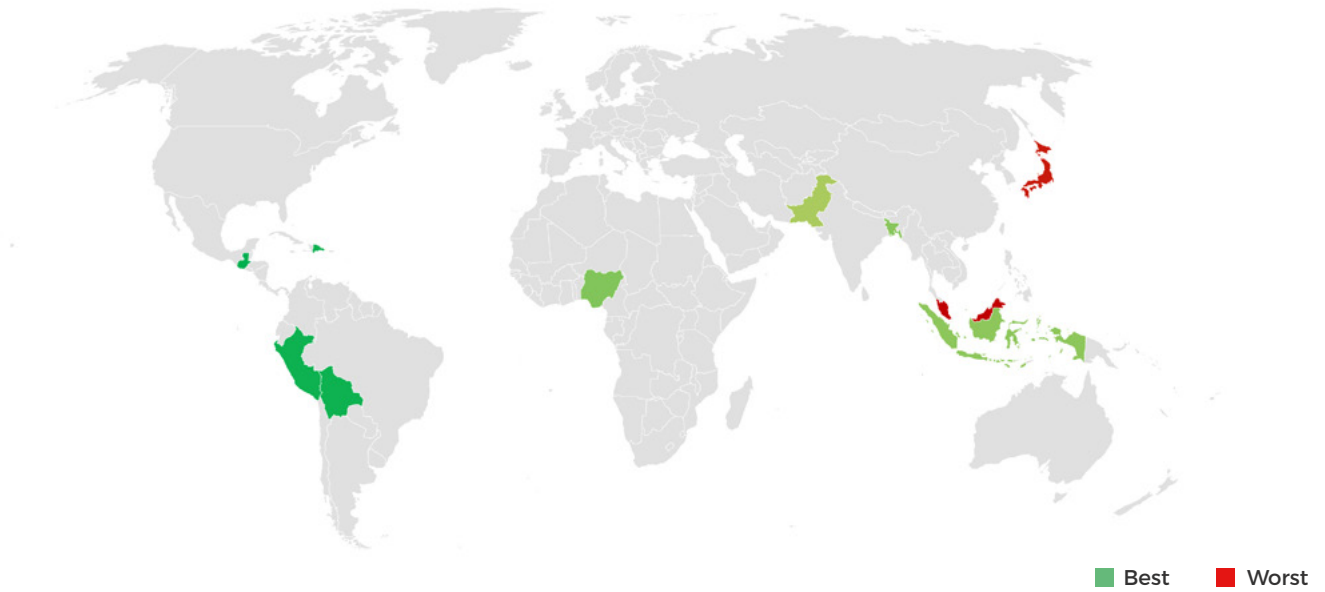


World Index values

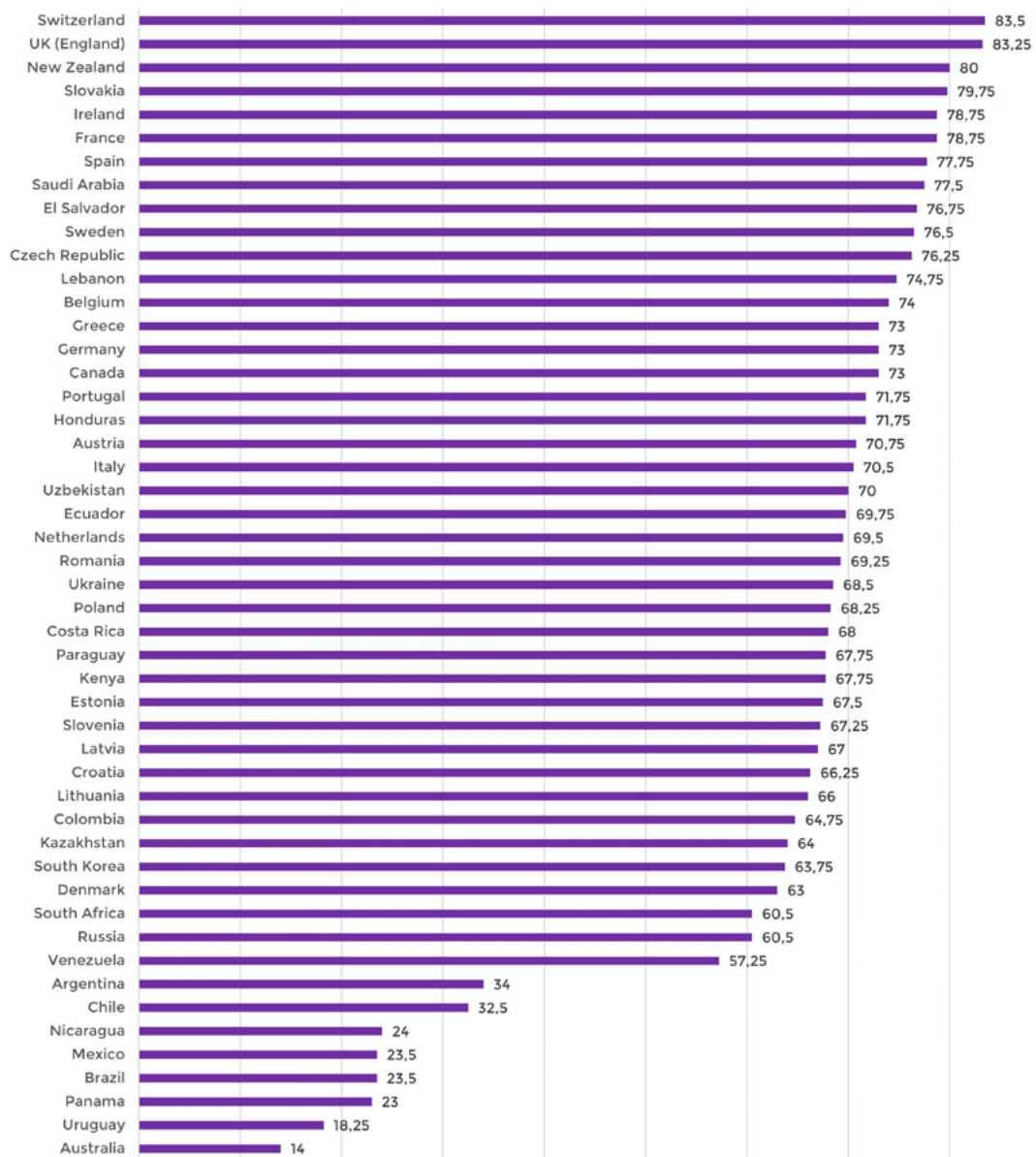
I-A Countries Ranking



I-B Countries Ranking

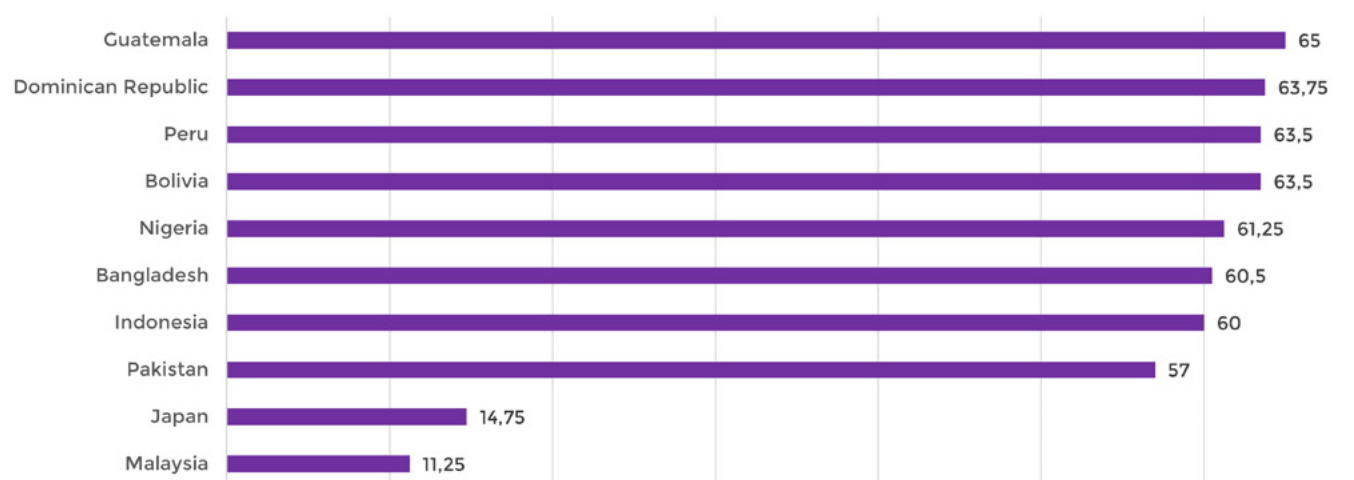


General Index I-A Values



*I-A is the main ranking, corresponding to the group of countries with at least 1 regulatory framework for any product.

General Index I-B Values



*I-B corresponds to the group of countries with no regulatory framework for any product.

Regarding the policies on each category considering all products, the main problem lies in Promoting Tobacco Harm Reduction (where 99.2% of the countries score poorly), unfavorable situations in Banning (77.5%) and Taxation (71.6%), improving for Packaging (46.6%), Online Sales (45.8%) and Advertising (44.1%). The most favorable situations are found in Regulatory Framework (39.8%) and Display (39.4%), and the best conditions are found in Flavors (26.7%) and Retail Availability (26.3%).

Specifically and in relation to the products for all countries, Snus is the most disadvantaged with an average of 41.6 points (out of the ideal score of 90) mainly due to the general ban in the European Union (with the exception of Sweden). In the middle we find Nicotine pouches with an average of 54.2 and Vape Products with 62.5. Heated Tobacco Products are the best positioned with an average of 63.1.

Vape products show a very poor situation with respect to the Promotion of Tobacco Harm Reduction, with 96.6% of countries not actively promoting the switch from combusted products to vapes. In Taxation, 61% apply excise taxes. 40.7% do not allow Online Sales. 39% ban Advertising. 37.3% ban retail Display in general. 30.5% require graphic health warnings or apply generic Packaging. Policies regarding Flavors, Retail Availability and existence of specific Regulatory Framework have restrictions in 25.4%, 23.7% and 23.7% of the countries, respectively. Finally, as regards Banning, 83.1% do not allow the sale of these products.

Heated Tobacco Products, in turn, replicate the very poor situation with respect to the Harm Reduction Promotion of tobacco with all countries (100%) not actively promoting the switch from combusted products to vapes. In Taxation, 96.6% apply excise taxes. 45.8% do not allow On-

line Sales. 42.4% require graphic health warnings or apply generic Packaging. 39% ban Advertising. 33.9% ban retail Display in general. 25.4% does not have a specific Regulatory Framework. Finally, as regards the policies regarding Retail Availability, Flavors and Banning, restrictions apply only in 16.9%, 11.9% and 8% of the countries respectively. Paradoxically, although specific regulations are stricter for each category in heated tobacco, the greater familiarity due to the tobacco content has ensured much more permissive regulations regarding use and sale compared to vaping (a novel product).

Snus has a somewhat backward situation due to the fact that the European Union countries prohibit it (with the exception of Sweden). None of the countries studied actively promotes the switching of combusted products to it. In Taxation, 91.5% apply excise duties. In 78%, graphic health warnings are required or generic Packaging is applied. 66.1% ban Advertising. 64.4% do not allow Online Sales. 57.6% ban retail Display in general. In Flavors, in 47.5% only tobacco flavors or no flavors are allowed. In Banning, 46% do not allow the sale of these products. 45.8% restrict Retail Availability. Finally, 35.6% do not have a specific Regulatory Framework. On the other hand, Nicotine pouches follow a similar pattern to the rest of the products. 100% of the countries do not actively promote the switch from combusted products to these. It is the least regulated product in terms of the existence of a specific Regulatory Framework, where 74.6% of the countries do not have one. 37.3% apply special Taxation. 35.6% require graphic health warnings or apply generic Packaging. 32.2% do not allow Online Sales. 32.2% ban Advertising. 28.8% ban retail Display in general. 22% allow only tobacco flavors or no flavors at all. Finally, in relatively better, but not optimal situations, 18.6% do not allow the sale of these products and 18.6% restrict Retail

Availability. If we focus on regional analyses, Europe has a lagging value for Snus, averaging 25 points, and average values of 76, 73.6 and 57 points for Vape Products, Heated Tobacco Products and Nicotine Pouches respectively (bearing in mind that the ideal score is 90 points). For all products overall, the region scores worst in the categories Promoting Tobacco Harm Reduction, Taxation and Online Sales. It is followed by Display, Advertising, Retail Availability and Flavors, and improves in relative terms in the Packaging, Banning and Regulatory Framework categories.

The Americas have an average of 50, 55, 56.1 and 58.2 points for Vape Products, Heated Tobacco Products, Snus and Nicotine Pouches respectively. For all products, the central lag in the region is in the category Promoting Tobacco Harm Reduction, followed by Packaging, Taxation and Regulatory Framework. In that order follow the categories of Advertising, Display and Online Sales. Finally, with more permissive regulations, although far from ideal, we find the categories Flavors, Retail Availability and Banning. Asia-Oceania has an average of 50, 43, 41.4 and 27.9 points for Heated Tobacco Products, Vape Products, Nicotine Pouches and Snus respectively. The main lagging, as in the previous cases, is in Promoting Tobacco Harm Reduction, followed by Taxation, Regulatory Framework, Packaging and Online Sales. In that order follow the Advertising and Display categories. Lastly, we find the Flavors, Retail Availability and Banning categories. In last place, Asia-Africa has an average of 69, 61, 59.4 and 58.8 for Vape Products, Heated Tobacco Products, Snus and Nicotine Pouches respectively. The main laggard is also found in Promoting Tobacco Harm Reduction, followed by Taxation, Advertising, Online Sales and Regulatory Framework. In that order follow the Packaging and Display categories. Lastly, we find the categories Flavors, Retail Availability and Banning.

Suggestions

The first two aspects to be addressed by public policies are the legalization of non-combusted nicotine products and the immediate solution to the lack of information, including by health authorities, regarding these products and their effectiveness as smoking cessation mechanisms. Once these two major challenges have been addressed, in particular the change in health recommendations, progress can be made in regulatory frameworks that address specific problems. One aspect to highlight at a global level is the need to generate regulatory frameworks consistent with the risk profiles of the products, especially in comparison with combusted tobacco, in order to avoid paradoxical situations where cigarettes or heated tobacco products are allowed, but, for example, nicotine pouches or vape products are not. Another relevant aspect is the need to evaluate the products in themselves, and not within generic categories, where because of their to-

bacco or nicotine content, or just because of similarities in shape, they end up gathering very different elements under a contradictory and inadequate regulatory umbrella.

From the values surveyed in the index, it is confirmed that, as regards Vape Products and Heated Tobacco Products, there is a need to emphasize regulations on Advertising, Taxation and policies aimed at Promoting Tobacco Harm Reduction. On the other hand, in the case of Nicotine Pouches, attention should focus on the definition of specific Regulatory Frameworks and on the modification of health policies to Promote Tobacco Harm Reduction. Finally, Snus has a somewhat backward situation due to the fact that the European Union countries ban it (with the exception of Sweden), which implies a need for a general review of the regulatory policies governing the product in almost all its aspects.

If we focus on regional analyses, Europe needs to advance in the definition of a specific Regulatory Framework for Nicotine Pouches, the legalization of Snus and the improvement of regulations, Taxation tools and policies aimed at Reducing Tobacco Harm. The Americas should work on making the use of non-combusted nicotine products viable as an anti-smoking tool and update the positions of health authorities regarding reduced harm products. Asia-Oceania needs to work on improvements in Promoting Tobacco Harm Reduction and Taxation tools, as well as re-evaluate some Advertising regulations for all products and focus on further legalization of Nicotine Pouches. Lastly, Asia-Africa should work on improvements in Promoting Tobacco Harm Reduction and Advertising regulations, as well as re-evaluate some general Taxation tools and focus on defining a specific Regulatory Framework for Nicotine Pouches and further legalization of Snus.

In conclusion, intelligent legislation open to innovation is needed to incorporate the costs and benefits of evidence-based policies from a practical perspective, balancing the risks that the measures may pose, understanding that interventions may have unintended consequences, that high bureaucratic and tax barriers nullify positive future transformations, and that the most extreme bans usually create black markets with serious consequences. Thus, states should allow the use of Flavored Non-Combusted Nicotine Products without excessive nicotine limits. Moreover, states should ensure the availability of evidence-based information regarding these products' low toxicity and high effectiveness as a smoking cessation mechanism. States should also implement promotional public policies, addressed to both health professionals and the general population, as a way to help the 30+ year-old population to quit smoking and ensure the banning of all uses of these products, with and without nicotine, in minors.

Introduction

Innovation: The Future Calls

We Are Innovation is the alliance of institutions and individuals dedicated to achieving the implementation of innovative solutions in Latin America. This union expresses the voice of a vibrant civil society that wants to progress through innovation, the adoption of new technologies and human creativity. The core objective is the establishment of a Latin America that is fertile ground for innovation and the testing of novel solutions. A continent where there is a generalized willingness by both the population and governments to experiment with new alternatives for solving problems. The core of the proposal is that it is through innovative solutions that people become involved in problem solving. Therefore, when innovators create new technologies or new business models, they should be allowed by default, even more so when they contribute to reducing and eliminating the negative effects of traditional alternatives.

The perspective above allows We Are Innovation to address different topics, from innovation in energy and automation, to digitalization, artificial intelligence and regulatory framework for entrepreneurs. But of all of them, the two major work fronts are the applications of the collaborative economy (in mobility, real estate and messaging, among other aspects) and health. The latter is of vital importance because innovation in healthcare has a direct impact on the quality of life and life expectancy of millions of people. Thus, a scientific, evidence-based, and open to innovation approach becomes crucial to define the

“...it is through innovative solutions that people become involved in problem solving.”

main health problems to address and the best solutions to be found, eventually generating the greatest benefits at the lowest possible cost.

Smoking: the Black Beast of Public Health

Smoking is one of humanity's greatest health problems. The life expectancy of smokers is at least 10 years lower than that of non-smokers and smoking particularly affects educationally, occupationally and economically disadvantaged social sectors. Cigarette smoke is a complex aerosol containing approximately 6,500 different compounds. Some come from the original ingredients and materials, but others are created during combustion at extremely high temperatures (~900°C). About 150 of these compounds are known to be toxic to the human body and contribute to smoking-related diseases such as cardiovascular disease, respiratory disease and cancer, and to increased risk of disability and death. One in five adults in the world smokes tobacco, but there are large differences between men and women: more than a third (35%) of the world's men smoke, but just over 6% of women do so. Daily smoking is most common in Europe and Asia: more than 20% of adults in most countries in these regions smoke daily. In much of Asia, Eastern Europe, North America and Oceania, smokers average between 20 and 25 cigarettes a day, with figures in Latin America, Africa and Western Europe tending to be slightly lower. As the [Knowledge-Action-Change's Global State of Tobacco Harm Reduction 2020](#) report explains, by 2020 some 1.1 billion people smoke worldwide, 467 million of whom are in China, India and Indonesia. However, the total number may escalate to 1.2 billion according to the [World Health Organization](#). Eighty percent of the total are men. At the same time, 4 out of 5 countries that signed the WHO objectives to reduce smoking will not achieve them by 2025 and the global cost of smoking is estimated at 1,400,000,000,000,000 dollars (1,400 trillion dollars).

The [Global Burden of Disease \(GBD\)](#) is a major worldwide study of the causes and risk factors for death and disease published in the medical journal [The Lancet](#). It shows estimates of the annual number of deaths attributed to a wide range of risk factors. Smoking is a risk factor for several of the world's leading causes of death, including lung and other forms of cancer, heart disease and respiratory disease. The Global Burden of Disease (GBD) of the Institute for Health Metrics and Evaluation (IHME) has developed a [standardized approach](#) for the attribution of deaths to specific causes. Its methodology states that “each death is attributed to a single underlying cause, the cause that initiated the series of events leading to death.” The GBD

assessment is strongly linked to the categories of causes of mortality defined in the [International Classification of Diseases \(ICD\)](#) codes as used by the World Health Organization (WHO).

Unlike direct causes of death, as the Our World in Data site explains, estimating the risk factors associated with millions of deaths worldwide is a complex task, especially when risk factors can accumulate and jointly influence the likelihood of illness and, ultimately, death. GBD groups risk factors into four broad categories: behavioral risks, environmental risks, occupational risks and metabolic risks. The core tool for estimating the impact of different risk factors is the Comparative Risk Assessment (CRA) conceptual framework, which details how different risk factors affect health outcomes and death. CRA can be used for two different types of assessment: attributable burden and avoidable burden. Avoidable burden represents the potential burden that would be avoided in the future if the population's exposure to a risk factor were to move to a counterfactual exposure level (e.g., from its current level to a future scenario in which tobacco use was eliminated). The attributable burden is an estimate of the reduction in the number of deaths that would have been achieved if the risk factors to which a population is exposed had been eliminated (in the case of smoking, for example) or reduced to an optimal, healthy level (in the case of body mass index, for example). By completing this process, the IHME can estimate the total number of deaths attributable and preventable to a risk factor.

The above methodology allows estimating the true burden of smoking on the world's health. Over the course of the 20th century, smoking killed about 100 million people, most of them in today's rich countries. The health burden of smoking is shifting from high-income to low- and middle-income countries, and [some estimates](#) suggest that 1 billion people could die from smoking in the 21st century. According to the [GBD](#), more than 8 million people died prematurely as a result of smoking in 2017. To break this number down, 7 million people died from smoking itself, but an estimated 1.2 million people died prematurely from secondhand smoke. To put this in perspective, secondhand smoke killed more people than traffic accidents worldwide in 2017. Today, [tobacco is the second leading risk factor for death globally](#) after hypertension and the first for "drug" use. [15% of total global deaths](#) are attributable to smoking and about [20% of cancer deaths](#) are from tobacco, with smoking being the leading risk factor for lung, tracheal and bronchial cancer (this, in turn, is the leading cause of cancer death). Globally, [cancer is the second leading cause of death](#) after cardiovascular diseases.

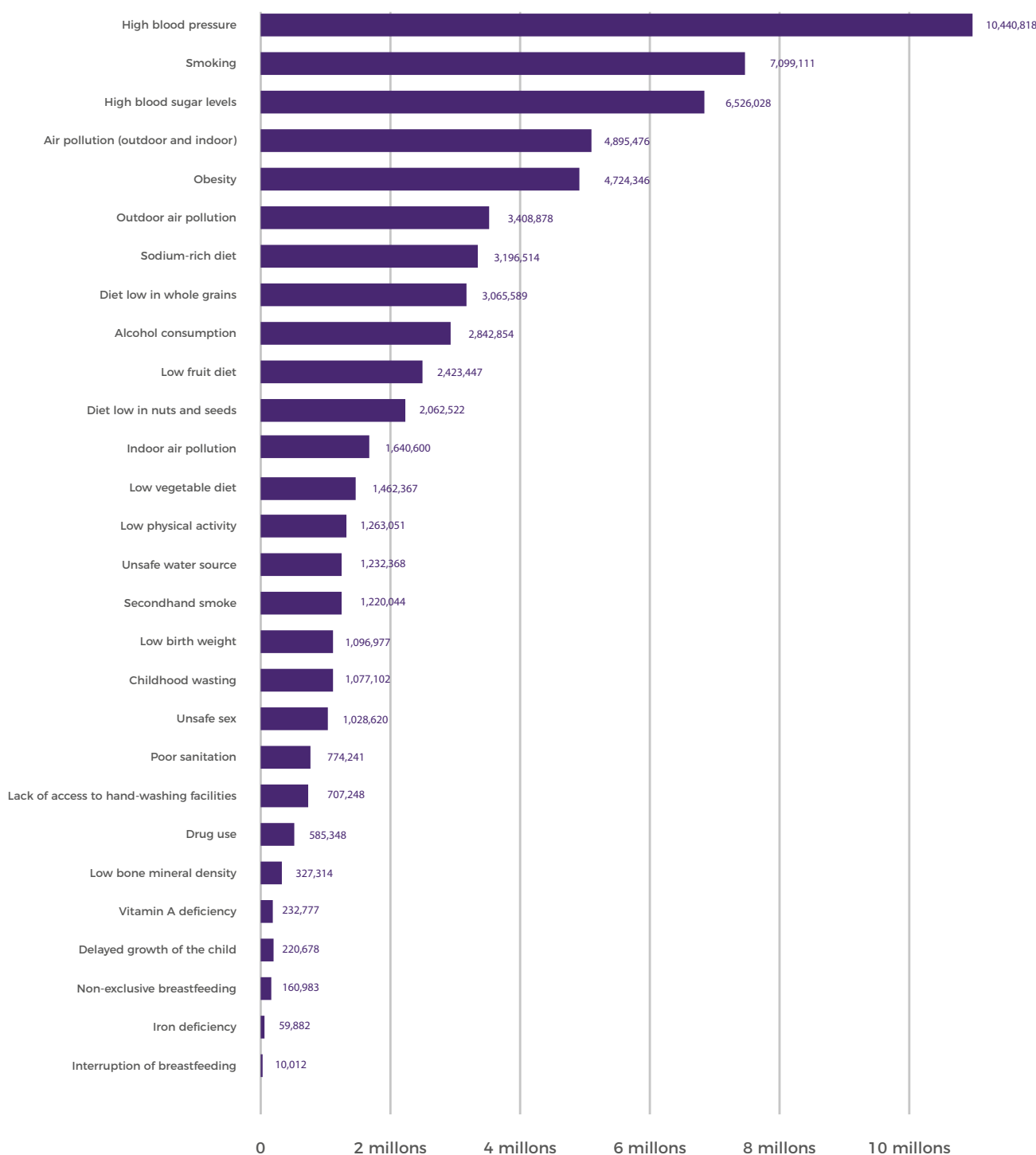
“Over the course of the 20th century, smoking killed about 100 million people”

This places smoking at the center of any evidence-based health policy because it is not only the second leading risk factor for death, but, of the first two risk factors, it is now much easier to address. Unlike hypertension or cardiovascular diseases, which have innate genetic and multifactorial behavioral aspects as the origin of the problem and, therefore, require numerous changes in the individual's lifestyle (diet, physical activity and consumption of alcohol, drugs, etc.), smoking only requires smoking cessation. Crucially, although nicotine can cause dependence and smoking addiction, it has never been as easy as it is today to quit smoking: a wide range of non-combusted nicotine products ranging from vape products and heated tobacco to snus and nicotine pouches make it possible to quit smoking and avoid almost all of the more than 70 toxic and carcinogenic chemicals that harm the smoker's health.

Globally, smoking death rates have declined from 146 per 100,000 people in 1990 to 90 per 100,000 in 2017. This means that a few decades ago more people died from smoking than now, but the opposite is true today in most low- and middle-income countries. Although smoking death rates are trending downward, population growth and aging in these countries mean that the total number of deaths has continued to rise in recent decades.

Global smoking mortality rate in 2017

Annual number of deaths attributed to smoking per 100,000 persons (standardized age)



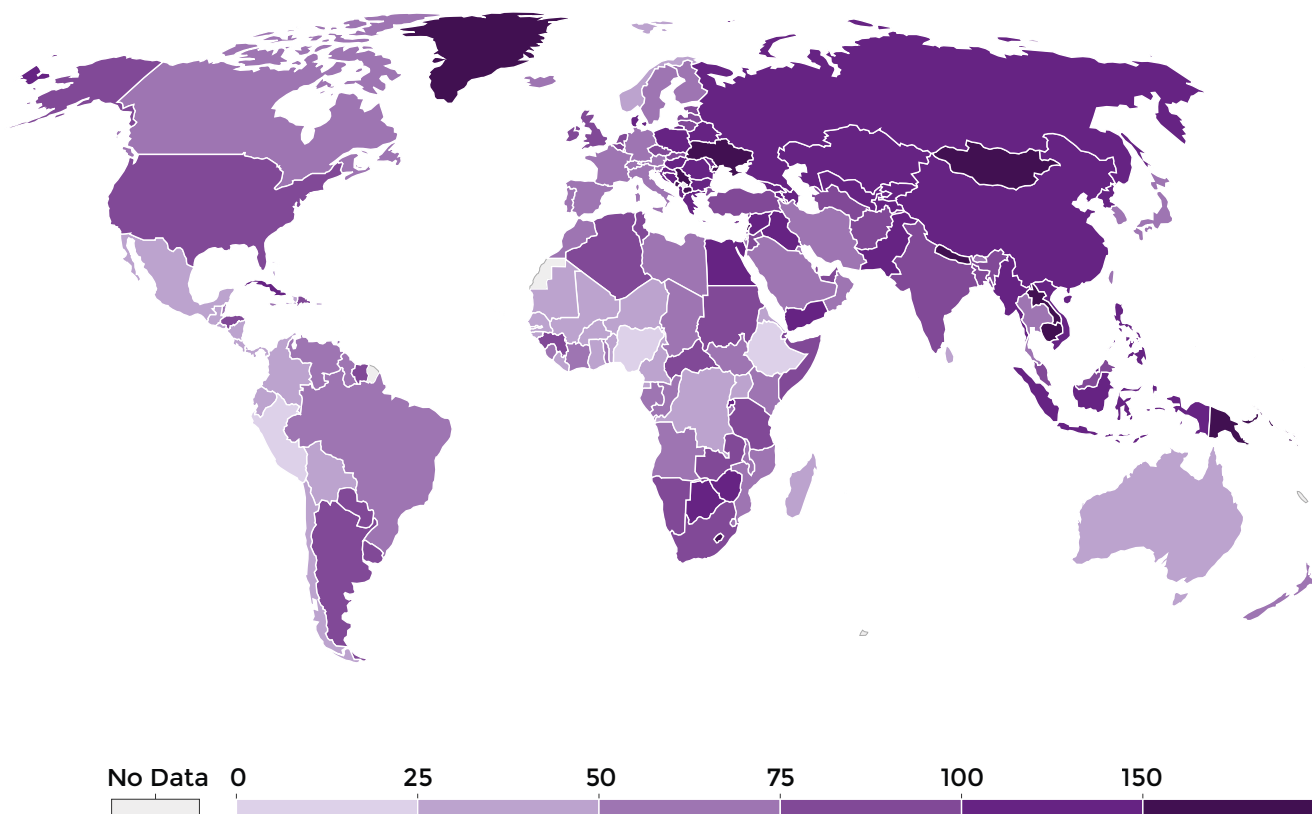
Own compilation based on Our World in Data chart made with data from the Global Burden of Disease Study 2017 by the Institute for Health Metrics and Evaluation

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If we look at the relationship between smoking prevalence and income, we see that people in richer countries tend to smoke more. However, [smoking trends](#) have swung and the proportion of adults who smoke has declined in most countries in the world over the last 16 years, which means that smoking prevalence is not only declining in high-income countries, but also in low- and middle-income countries. However, if we are to reverse the trends in the total number of deaths in most countries, mortality rates will have to fall much faster than they have been falling to generate absolute reductions in the number of deaths. Unfortunately, in the context of the COVID-19 pandemic and its quarantines, combined with a crackdown on non-combusted nicotine products, [during 2020 cigarette sales in the US, for example, rose](#), breaking a sustained decline that had been uninterrupted for 20 years and [on and off since the mid-1960s](#). This fact should draw our attention with the aim of boosting effective efforts in the fight against smoking.

The New Challenge Posed by the SARS-CoV-2 Coronavirus Pandemic and its COVID-19 Disease

In the context of the SARS-CoV-2 pandemic and its COVID-19 disease sweeping the world, the risk of developing health problems or dying from respiratory disease becomes more relevant. A recent [review of studies](#) by London researchers suggests that people who currently smoke may be less likely to become infected with the coronavirus. In this regard, one [study suggests](#) that this may be because nicotine interferes with ACE2 receptors, which may prevent the virus from entering cells. However, [a UK report published in January 2021](#) suggests that current smokers who contract the new coronavirus are twice as likely to go to the hospital and tend to manifest more symptoms than nonsmokers. A [World Health Organization review](#) found that smoking is associated with the development of more severe disease and an increased risk of death in people needing hospital treatment for Covid-19.

Harm Reduction as a Core Strategy

In this sense, the appropriate approach to the problem of smoking consists of a comprehensive application of the so-called “Harm Reduction”, that is, a set of practical strategies and ideas aimed at reducing the negative consequences of certain habits and consumption of individuals. This vision is opposed to the impractical alternative of “Quit or Die”, in which the person faces an inhumane dichotomy. In the case of smoking, the addictive aspect of the habit

often makes it impossible for the smoker to simply quit, so different options must be chosen to reduce and minimize the harm in an effectively practicable way instead of opting for idealized utopian alternatives. In this sense, harm reduction offers a range of products that allow the effective transition to a substantially less harmful consumption and to maintain this new practice, even leading to smoking cessation.

“... the addictive aspect of the habit often makes it impossible for the smoker to simply quit...”

While these products are not without risk, they are much less harmful than smoking. The general advice is that people who smoke will be better off if they switch completely to them, but, if they have never smoked, they are better off never starting to smoke and never initiating the use of any of these products. Given the possibilities of effectively reducing the risk of harm to health by quitting smoking by different and more effective means, it is important to consider all alternatives from a practical, science-based point of view. Harm reduction is a long-standing concept originated in the alternative vision of “drug control” and has proven to be a superior strategy to prohibitionism when dealing with the demand for substances with addictive qualities that generate health harms.

As explained by the [Consumer Advocates for Smoke-free Alternatives Association \(CASAA\)](#), by understanding that risky products and behaviors are part of our society, we can focus on minimizing the harmful results instead of banning them, effectively reducing the harm produced and avoiding discursive measures that do not achieve their objective. Seat belts, airbags, motorcycle helmets, bike paths, condoms, even guardrails, are examples of very intuitive harm reduction because they make the act of driving, having sex or walking safer without requiring extreme prohibition. Thus, they do not eliminate all risks, but they save many lives. Although it would seem tempting to believe that the vital necessity of the activities described above would seem to be on a very different level than something so superfluous as smoking, the addictive nature of smoking makes the problem a major issue which, in the words of the [International Network of Nicotine Consumer Organizations \(INNCO\)](#), should incline us to opt for pragmatic solutions.

Some researchers in a 2020 study estimate annual smoking-related deaths worldwide at 7 million, with 36% of these deaths occurring in cardiovascular diseases, 21% in chronic obstructive pulmonary disease, 18% in lung cancer and 25% in various other causes of death. Likewise, they calculate that if the status quo continues, around 2030 deaths will reach 10 million and then reduce to 6.5 million in 2060. However, if harm reduction policies favoring smoking cessation are implemented, these could be reduced even further, to only 3.5 million in 2060, almost half the original figure. These numbers reveal the importance of implementing smart policies that abandon current strategies in favor of harm reduction and smoking cessation through innovative and effective products.

Non-Combusted Nicotine Products as the Main Tool against Smoking

The most current scientific evidence indicates that Non-Combusted Nicotine Products, especially those with nicotine, are the most effective method of quitting combustible tobacco and avoiding nearly all of the health harms associated with smoking. According to scientific evidence, vape products are the most effective for smoking cessation, while avoiding almost all of the health harms of cigarettes and exhibiting virtually the same substantially low levels of toxicity as the other alternatives. At the same time, it is the most widespread non-combustion nicotine product worldwide and the one that has aroused the most controversy. For this reason, this section, as a first approach to the subject, will focus especially on them, in order to later address the rest of the alternatives.

By way of clarification, combustion is a chemical process of oxidation (incorporation of oxygen) of substances consisting mainly of carbon and hydrogen and in some cases sulfur at high temperatures, which releases large amounts of energy, usually evidenced by the presence of flames. In the case of tobacco products, this releases gasses at higher temperatures and with a higher content of toxic substances as a result of the chemical transformation process by combustion, something that does not occur, or occurs to a much lesser extent, in products that only heat a substance for vaporization.

The qualities described above are attributable to the ability of the vape device to deliver nicotine, the central substance in physical dependence (physiological or organic), without the toxicants of cigarettes, while at the same time making the ritual and experience of its use similar for the user in order to attract them, a key aspect in psychological dependence. Likewise, the transition to these products has

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long-term health benefits and short-term aesthetic and social benefits, related to the reduction of stains on teeth and elimination of unpleasant odors from smoke, cigarette butts and ashes, as well as lower costs for the consumer. For all these reasons, although we studied different products, we focused on nicotine-containing vape products. For the purpose of clarification, addiction is characterized by the inability to stop consuming a substance or product containing a substance (and/or in some cases to perform an activity) despite the harmful consequences (such as failure to fulfill work, social or family obligations) and, depending on the substance, the appearance of tolerance over time and withdrawal syndrome upon its abandonment. These two aspects reflect a physical dependence in which the body adapts, needing more of the substance to achieve a certain effect (tolerance) and causing unpleasant and/or harmful physical or mental symptoms if it is stopped more or less abruptly (withdrawal). Physical dependence in itself does not constitute addiction, but often accompanies addiction and is often its core aspect. Similar aspects also exist in psychological dependence when the discomfort and the same problems come from a similar process but related to the performance of habits and activities rather than the physical consumption of a substance. While psychological dependence is usually more controllable and is related to positive sensations resulting from the consumption or expectation of consumption of such substance, physical dependence is often difficult to tolerate and manifests itself as negative sensations or symptoms (which can lead to bodily harm or even death) after a period of time of avoiding consumption. In many cases, as in the case of smoking, addiction presents both types of dependence.

Vape products are a set of battery-powered electronic items that vaporize liquids that may or may not contain nicotine and flavorings, but usually contain propylene glycol or glycerin. Vape products are products that sometimes in their aesthetics emulate cigarettes, but operate without tobacco and without combustion, vaporizing a liquid by means of heat generated by a resistor inside.

In recent times, there has been a breakthrough in science regarding the study of vape products as a smoking cessation option. Recently, a very important review [study](#) that analyzed more than 50 papers involving 12,430 smokers compared vaping products with different smoking cessation therapies, including: nicotine replacement therapies such as patches or gum; varenicline; non-nicotine vaping products; behavioral support; and no support at all. Some other studies also tested the joint use of nicotine replacement therapies with vaping products.

The authors of this review study found that:

- More people quit smoking for at least six months with nicotine vape products than with nicotine replacement therapy or non-nicotine vape products.
- Nicotine vape products can help more people quit smoking compared to having no support or behavioral support only.
- For every 100 people who use nicotine vape products to quit smoking, 10 could successfully quit smoking, compared with only 6 of 100 people who use nicotine replacement therapy or non-nicotine vape products, or 4 of 100 people who have no support or only behavioral support.
- The most frequently reported adverse effects with nicotine vape products were not serious (throat or mouth irritation, headache, cough, and nausea); these decreased over time as people continued to use nicotine vape products.

In addition, in some studies, significant reductions in biomarkers (substances that indicate a biological state to detect disease or disease processes) were observed in people who smoked and switched to vaping. These encouraging findings are taken with caution by the researchers, who argue that questions about their long-term safety will not be resolved until these products have been in use for many years, as the current review contains only a couple of years of data. In any case, the evidence available so far indicates that any long-term adverse effects that may arise are likely to be much less than those of smoking. The authors of this

study stress the importance of continuing studies that seek to evaluate the safety profile of vape products for as long as possible, in order to have a greater quantity and quality of evidence to support decision making.

The outlook is promising: the latest vape products contain improvements in nicotine delivery, which could make their use even more effective. The health of smokers and their families can be substantially improved if we allow innovation to deliver solutions. Vape products are proving to be effective in helping to quit smoking, and this new treatment could mean a big part of the battle won. However, lack of information and overblown concerns play havoc with legislators whose only tool towards the unknown seems to be banning. Before continuing, a review of the historical development of these products would seem useful.

The History of Vape Products

Vape products (usually known as electronic cigarettes) have a long and winding history as a result of the search for less harmful alternatives to combustion tobacco, which has been suspected as harmful to health since the 19th century. According to the [Consumer Advocates for Smoke-free Alternatives Association](#) (CASAA), the first documented reference to a vape device is a patent granted to Joseph Robinson in 1930, although it was never marketed. Later, Herbert A. Gilbert was granted a patent in 1965 and created prototypes, but failed to market them. Beginning in 1979, Phil Ray, worked with his personal physician, Norman Jacobson, to create the first marketed variant of the vape device based on nicotine evaporation. They conducted the first known formal research in the field of nicotine delivery without tobacco combustion and the product reached retail but the device never flourished in the marketplace.

After years of research, legal wrangling and debate stemming from the scientific literature of the early 1960s regarding the harmful effects of tobacco, in 1998, [the four largest U.S. tobacco companies signed the Tobacco Master Settlement Agreement](#) with 46 U.S. attorneys general that mandated the industry to fork over hundreds of billions of dollars in perpetuity so that states could address the rising medical costs associated with smoking-related illnesses. The agreement also imposed strict restrictions on tobacco company advertising and encouraged non-profit tobacco control organizations that subsequently spearheaded countless youth prevention campaigns. Just as an example, [in the U.S.](#), cigarette sales per adult per day peaked at 11 units between 1960 and 1970. 20 years later, between

1980 and 1990, the ratio of lung cancer deaths per 100,000 men peaked at 55. The two curves responding to the same upward shape, but shifted about 2 decades, also emulated the same downward pattern when by 1995 cigarette sales had fallen to about 6.5 per adult per day (down 40%), also impacting 20 years later on a similar reduction in lung cancer deaths which had fallen to about 30 by 2015 (down 45%).

From this time onwards, anti-smoking policies would expand worldwide hand in hand with the development of the vape industry and vape products. In the 1980s, 1990s and early 2000s, numerous patents for nicotine inhalation devices were filed by both tobacco companies and individual inventors. The Reynolds Company brought a device to market and a major U.S. tobacco company applied to the FDA for permission to bring a version of a vape device to market in 1998 but the FDA denied the application. What would become the first commercially successful vape device was created in Beijing, China, by Hon Lik, a 52-year-old pharmacist, inventor and smoker. As CASAA explains, “He reportedly created the device after his father, also a heavy smoker, died of lung cancer.” The company Lik worked for, Golden Dragon Holdings, developed the device and then very similar models began to spread through the market and, in April 2006, the vape products were introduced in Europe. In August of the same year they began to be imported to the USA.

From this moment on, the products began to spread around the world and different devices and liquids began to be widely sold, many of which were modified or produced by the users themselves. In March 2008, the Turkish Ministry of Health stopped the sale of vape products and, in September, the World Health Organization (WHO) claimed that it did not consider vape products to be a legitimate smoking cessation aid. From that moment on, a battle of legal measures by governments and a great debate in the scientific field for and against the benefits of vaping products began. In October 2008, a Health New Zealand study was published which concluded that carcinogens and toxicants are present in these products below harmful levels, and are 100 to 1,000 times less dangerous than smoking. However, in 2009, Australia, Jordan, USA, Canada, Hong Kong and Panama began to apply different restrictive measures and alerts to the marketing, use and importation of the products that overlapped with lawsuits from organizations and reviews of contradictory scientific reports. Some companies such as Amazon and PayPal voluntarily joined the marketing ban and, at the same time, foundations and associations advocating vape products were created. That same year, the UK’s Action on Smoking and Health advocated the availability of tobacco-free nico-

tine products, and the company NJOY discontinued most of its flavors for vaping in the United States in the context of lawsuits against flavored liquids.

During 2010, the back-and-forth process continued, with coalitions of institutions forming against vaping and restrictions being added in Thailand, Singapore and several US states, as well as in Argentina, The Netherlands, German states in 2011 and Venezuela in 2012. At the same time, scientific recommendations and studies began to accumulate suggesting not only the lower toxicity of vaping products compared to combusted tobacco, but also their usefulness as a method to quit smoking. The spreading of the products favored the emergence of pro-vape organizations and protesters around the world, while legal battles continued between organizations, governments and companies in both directions, especially regarding the categorization of these products as medicinal products, both in the US and Europe. In 2013, the ban on vaping in public places in Italy, introduced years earlier, was lifted, and while lawsuits continued, in 2015, Public Health England announced that its independent expert review concluded that vaping products are far less harmful to health than tobacco and have the potential to help smokers quit. In the same year, Turkmenistan bans the sale of vape products and, in 2016, the UK Royal College of Physicians issues a scientific report recommending the use of these products to quit smoking. In 2017, Cancer Research, also from the UK, published a study demonstrating the low toxicity levels of vape products. Until 2018, the year Israel would implement prohibitionist measures, studies for and against vaping and non-combusted nicotine products continued to appear in parallel to court disputes around the world. During this year, the debate regarding the use of these products by young people, their possible use as a gateway to smoking and the influence of flavorings in this process would deepen.

However, by 2019, the evidence from prestigious scientific institutions and journals, such as the *New England Journal of Medicine*, Cardiff University, *JAMA Internal Medicine Journal* or the *Oxford Nicotine and Tobacco Research journal*, had become an undeniable consensus regarding the low toxicity and great effectiveness in smoking cessation of these products. This year, the company Rite Aid, announced that it would stop selling vape products and, in a report on the global tobacco epidemic, the WHO issues a warning against the use of vape products by smokers trying to quit, stating that these products are “undoubtedly harmful” and should be regulated.

2019 was a landmark year when eight Wisconsin teens were hospitalized with the first known cases of a myste-

rious lung injury that would later be identified by the U.S. Center for Control and Diseases (CDC) as “E-cigarette, or Vaping product, use-Associated Lung Injury” (EVALI). The CDC then advised the public not to use vape products, regardless of their current smoking status, and without any clarification that THC vape products with vitamin E acetate had been shown to be associated with the lung injury outbreak and not vape products in general. Moreover, India and the Philippines, countries with high combustible tobacco consumption and associated health problems, banned the production, importation, advertising and marketing of vape products. Walmart, Walgreens and Kroger also announced that they would stop selling vape products due to alarmist warnings from the CDC, FDA and other US health officials. JUUL, a vape products company, stated that it will stop marketing some of its flavored products. Also, the US Congress passed a bill that raised the legal age to purchase tobacco products to 21, a category under which vape and nicotine products often fall despite not containing tobacco. Months after several researchers and experts point to the vitamin E acetate additive in illicit THC vapor products as the likely culprit in the EVALI crisis, the CDC finally confirmed that this was the cause of the problem. During 2019, Michael Bloomberg, the American media tycoon and politician who served as mayor of New York City, committed \$160 million in an effort to ban flavored vape products. That year, Campaign for Tobacco-Free Kids, a Bloomberg Philanthropies partner, initiated efforts to ban flavored vape products in several U.S. states.

In 2020, this contradictory trend between advances against vaping and accumulation of scientific evidence in favor of vaping continued. According to the [Global State of Tobacco Harm Reduction 2020](#) report, the number of articles published on non-combusted nicotine products went from 53 in 2012 to around 6,300 by mid-2020. This year, in Mexico, all vape products and non-nicotine related liquids were banned, and Australia banned the importation of nicotine vape products without a prescription. Cochrane issued a report analyzing dozens of scientific studies and found that, compared to Nicotine Replacement Therapies (NRT), vaping products are [70% more effective in aiding smoking cessation](#) and are substantially less toxic than smoking. The White House in the US announced a ban on the sale of flavored vape cartridges, with the exception of tobacco and menthol flavors, while the WHO issued warnings about vaping. Around the end of 2020, the U.S. government banned the state postal service from shipping vape products, a move emulated by companies such as FedEx, UPS and DHL the following year. As the [2020 Tobacco Transformation Index](#) shows, 9 (53% of the global market) of the 15 major global tobacco companies conti-

nue to fail to recognize the role of harm reduction and of non-combusted nicotine products on smoking.

In 2021, New Zealand implemented the [“Smokefree Environments and Regulated Products Regulations”](#), which, except for the ban on advertising, constitutes a sensible regulation that structures an adequate regulatory framework to ensure quality and marketing of vape products, and recognizes their advantages over tobacco. Thus, this country joins the small group of nations led by the United Kingdom, which has legislation and public policy based on evidence and favorable to harm reduction. However, most of the world’s media and government authorities continue to disseminate and implement information not supported by scientific evidence regarding vaping and other non-combusted nicotine products. On July 27, 2021 the WHO published the [new report on the global tobacco epidemic](#) urging governments to continue applying the tobacco control guidelines that the institution has been promoting for some time. In this report, they continue their campaign against the electronic nicotine delivery devices on the market and question their effectiveness as harm reduction tools. The FDA approved tobacco-flavored Vuse brand products, becoming the first vape products approved by the agency under the argument that they helped smokers to quit smoking or reduce their consumption, reducing exposure to different toxicants. On October 18, 2021, [more than 100 global tobacco, nicotine and health policy experts signed](#)

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[a letter calling on WHO](#) to abandon its anti-scientific and outdated guidelines and recommendations against vaping, tobacco warmers and mouth products as effective harm reduction tools (this came on the eve of the Conference of the Parties to the Framework Convention on Tobacco Control COP-9 in November). [As Snowdon explains for the Institute of Economic Affairs](#), the Conference of the Parties (COP) of the World Health Organization (WHO)

is composed of all member states and must verify that the objectives of the adopted international conventions have been properly implemented. It is the governing body of the Framework Convention on Tobacco Control (FCTC), an international treaty that purports to serve as a public health guideline, but promotes a distorted agenda. While the treaty explicitly endorses harm reduction through “tobacco control,” WHO and the proposals for COP meetings recommend policies that ignore the broad scientific and academic consensus that non-combusted nicotine products are significantly less harmful than combustible tobacco. At the same time, COP meetings are characterized by notorious secrecy. Journalists and the public are technically allowed in as observers under strict conditions, but are invariably expelled on the first day. During the [ninth Conference of the Parties](#) held in November 2021, it was decided that any discussion on tobacco harm reduction and emerging alternative products would be postponed until COP10 in 2023. Instead, a vague, multi-million dollar [public document](#) aimed at increasing direct tobacco control by traditional means was adopted. In [the same month](#), the UK Medicines and Healthcare products Regulatory Agency published [updated guidance](#) recognizing the advantages of vaping as a smoking cessation tool and paving the way for the National Health Service to prescribe these devices for smokers wishing to quit. In [December 2021](#), the Chinese government published a legislative draft of a new regulation that would include vape devices within the state tobacco monopoly administration law, requiring special licenses for producers and requiring private registration of vendors.

Despite all of the above, the climate of opinion seems to be slowly changing. During 2021 alone, more than 100 public statements were made (by leading practitioners, policymakers, academics and researchers from around 20 countries and from some 65 institutions) in general support of the benefits, safety and need for adequate regulatory and taxation of non-combusted nicotine products. While many emphasized the demystification of many aspects of these products, others highlighted their potential as a smoking cessation mechanism and the need to provide correct information to users as part of the prioritization of a harm reduction strategy. Among these are, for example, those of 15 former presidents of the Society for Research on Nicotine & Tobacco, gathered in [a publication for the American Journal for Public Health](#) on the risks and benefits of vaping devices. To date, [very few studies](#) have found vaping devices to be less effective in quitting smoking than unaided attempts, the use of Nicotine Replacement Therapies (NRT), or other products.

Myths and Misinformation about Vaping

Unfortunately, the above story evidences the lack of information, both in the traditional media and among the population and governments themselves, leading to a stigmatization of vaping, nicotine and other non-combusted nicotine products, their use and their users, and bringing serious consequences on the progress that could be made through harm reduction in the fight against smoking. Therefore, it would be useful to analyze each of the 10 myths on the issue.

First, EVALI. The buzz against vape products picked up steam in 2019 after a series of [hospitalizations and deaths](#) related to the use of these products in the U.S., prompting the FDA to [ban some flavored liquids](#) and several U.S. states and other countries to take restrictive measures. The FDA increased regulatory scrutiny of vape products. However, [as public policy expert Jeff Stier explains](#), it turned out that none of these nicotine vape products were responsible for the lung disease that bears their name. Later, [US authorities](#) identified vitamin E acetate added to illegal cannabis products as a “[root cause](#)” of the outbreak, but it took the CDC until late December 2019 to acknowledge -in part- that the lung lesions were not caused by liquid nicotine vape products like Juul, but by the use of THC oil contaminated with vitamin E acetate.

Second, heart disease. In some cases vaping was connected to heart disease, but a better understanding of the effect of vape products on the heart is beginning to emerge. A randomized control trial that measured the vascular effects of smokers who switched to vaping [was also published](#) with encouraging results. Those who switched completely to vape products experienced the greatest improvement in their vascular health, approaching the healthy “control” measure. Larger studies with longer follow-up will provide greater confidence and the debate continues as can be seen [here](#)¹ and [here](#)². In 2021 [a study](#) published in the American Journal of Preventive Medicine was released that refuted three earlier reports linking vaping to heart problems, even among users who had never smoked tobacco. A [December 2021 report](#) showed how most of the studies analyzed that tended to find negative effects of non-combusted products, especially those conducted in Asia, the Middle East and Africa, were poor in their quality and evidence on the basis of experimental design, methodological and conceptual aspects.

Third, the lack of information about the risks of vaping. Public Health England’s 2015 independent evidence [re-](#)

1 <https://academic.oup.com/eurheartj/advance-article/doi/10.1093/eurheartj/ehaa079/5741383>

2 <https://academic.oup.com/eurheartj/advance-article-abstract/doi/10.1093/eurheartj/ehaa073/5741380?redirectedFrom=fulltext>

port concluded that, “While vaping may not be 100% safe, most of the chemicals that cause smoking-related illness are absent and the chemicals that are present show limited danger.” The report states that vape products are 95% less harmful than regular cigarettes and help most smokers quit. Unfortunately, in 2018, 61.8% of respondents in six European countries (Germany, Greece, Hungary, Poland, Romania and Spain) considered vape products to be more harmful than regular cigarettes, up from 58.5% in 2016. Similarly, this response increased from 11.5% in 2012 to 36.4% in 2017 in a survey conducted in the United States. This is a worrying trend that should be reversed.

Fourth, the lack of information about the risks of nicotine. A large percentage of smokers and ex-smokers mistakenly think that nicotine causes most smoking-related cancers, when the evidence shows that nicotine actually carries minimal risk of health harm. Although nicotine is the reason people become addicted to smoking, it is the thousands of other chemicals in cigarette smoke that cause almost all of the harm. Myths and falsehoods about this substance are at the root of anti-vaping campaigns. At the same time, there are a number of contemporary scientific studies regarding the potential benefits of nicotine. Just as an example, Paul Newhouse, M.D. of Vanderbilt University (United States) states that “cognitive enhancement is one of the best established therapeutic effects of nicotinic stimulation” and that nicotine has potential therapeutic actions on depression.

Fifth, the lack of information on the potential of non-combusted nicotine products as smoking cessation tools. Non-combusted nicotine products, especially nicotine vape products, are particularly effective at smoking cessation. In February 2019, a major UK NIHR-funded clinical study was published. Involving nearly 900 participants, it found that in Local Stop Smoking Services, a standard vape device was twice as effective in helping to quit smoking as nicotine replacement therapies. A separate UCL study found that vape products helped between 50,000 and 70,000 additional smokers in England quit smoking in one year.

Sixth, the myth of passive vaping. The liquid in the vape device is typically composed of nicotine, propylene glycol and/or glycerin and flavors. Unlike cigarettes, there is no secondary vapor emitted from a vape device into the atmosphere, only the exhaled aerosol, and this does not pose significant risks to third parties. A 2018 report found that no health risks have been identified for “passive vapers.”

Seventh, the “gateway” myth. Some argue against non-combusted nicotine products such as vape products

on the grounds that they encourage smoking and nicotine use among younger people. There is no evidence to support this concern. UK surveys show that young people are experimenting with vape products (as with other products aimed at adults), but regular use is rare and almost entirely confined to those who already smoke. Meanwhile, smoking rates among young people in the UK continue to decline. Similar arguments in relation to “gateway soft drugs to harder drugs” have been made in relation to the use of many other substances, and have also been refuted by the evidence.

Eighth, the presence of formaldehyde. Allegations that vape products would include formaldehyde and its concentration could produce anything from irritation to pain, vomiting, coma, and possibly death were cleared up in 2018 with a CDC study indicating that the levels of formaldehyde found in the vapor of vape products are negligible to health.

Ninth, the episodes of exploding vape products. Allegations that vape products would explode were clarified by several sources with the explanation that “It’s not that vaporizers explode a lot, but that when they do the story goes on seemingly endlessly... There is no evidence that real mods or vape pens explode any more than any other battery-powered consumer electronic product. But vaping is not very popular with the non-smoking and non-vaping public, making it an easy target for news stories and social media spreads.” According to one study, exploding devices and batteries occur infrequently, but have resulted in severe burns and projectile injuries. These events are often related to the use of improper chargers that are not supplied with the product and that deliver too much current to the battery, leading to thermal runaway and the generation of flammable and explosive gasses. Over time, formalization and improvement in production quality has reduced these episodes to a minimum, something that accompanied by proper regulation could improve even further.

Tenth, the idea that, in the absence of absolute certainty, these products cannot be favored. Unfortunately, nothing is risk-free and there is no such thing as absolute certainty, so it is impossible to evaluate a measure or a product under such a standard. We live in a world made up of a range of probabilities within the realm of possibility, not in a world of completely known destinations. However, this is an issue that will be discussed in more detail in the next section. However, it would be useful to draw a general conclusion on the impact of the erroneous views described above.

Many of these revised myths are overturned by the data.

According to the latest [Action on Smoking and Health report from 2021 in Great Britain](#), nearly two-thirds of vapers are ex-smokers (64.6%), and the proportion continues to grow, while the proportion who also smoke (known as dual users) has fallen to 30.5% in 2021. Also, less than 1% of those who have never smoked are current vapers. The main reason current smokers give for vaping is to reduce consumption (26%), then to help them quit (17%) and to avoid relapse (14%). Less than a third, 30.1%, of smokers have not yet tried vape products. As for the main reason for not trying a vape product among smokers, 10% said they were concerned that they were not safe enough, 9% say they don't know enough about them, and 11% say they don't think vape products can help them quit or reduce consumption. Unfortunately, nearly one-third of smokers mistakenly believe that vaping is more than or just as harmful as smoking (32% vs. 34% in 2020). Regarding product use, the study reveals that nearly two-thirds (65%) of consumers of nicotine products used e-liquids between 1 and 12 mg/ml of nicotine, and another quarter (27%) used between 13 and 20 mg/ml (20 mg/ml is the legal limit). Only 1% used more than 21 mg/ml. Excluding those who did not know the nicotine strength they were using, 42% of current vapers say they use the same e-liquid strength as when they started vaping, while 47% have decreased strength and only 9% have increased strength over time. The most popular products continue to be tank systems, with 77% of vapers reporting using them and 18% of vapers reporting using cartridge systems. Regarding the characteristics of the user population, the report states that the peak ages of use of 'vape products in 2021 are those aged 35 to 44 years (10.1%), followed by those aged 45 to 54 years (8.6%) and those aged 25 to 34 years (8.1%). The lowest smoking rates by age are 5% for young adults aged 18 to 24 years, followed by those aged 55 years and older at 5.4%. A slightly higher proportion of those who identify as male (8.1%) say they currently use vape products than those who identify as female (6.2%). Likewise, there are differences in vaping behavior by social class, with 8.1% of those classified as C2DE (working class) being current vapers compared to only 6.3% of those classified as ABC1 (middle class). In this survey, 15.5% of C2DEs are smokers compared to 10.6% of ABC1s.

The myths listed above also encouraged waves of restrictions in countries that blindly copied another nation's legislation. On the one hand, it is fallacious to argue, simply out of emulation, that a country should ban an element just because another country has done so. Not only does this represent a surrender of any argumentative logic, but it can generate contradictions when we find other prestigious bodies explaining the opposite. Vape products can have a great positive impact globally if public policies ac-

“Vape products can have a great positive impact globally if public policies accompany their implementation...”

company their implementation and regulate only those elements that are truly harmful, instead of imposing generic bans. Evidence-based measures that allow the use of vaping products and accompany their control, especially in relation to the quality of the liquids used, as well as restrictions on their use by minors, can save millions of lives in the years to come. It would be a moral and health tragedy if a lack of information or decisions were to triumph. In the same way that innovations empower medicine, it would be very beneficial to [abandon the prejudices and fallacies](#) surrounding vaping. It is time to become aware that thanks to this type of innovative products we are on the verge of eliminating smoking and saving millions of lives.

Risk and Innovation: The Necessary Limits to the Precautionary Principle.

All the decisions we make on a daily basis involve a certain amount of risk. Risk, understood as the possibility of a mishap, misfortune or harm, is always present in our lives, and no matter how much we want to avoid it, it is impossible to do so. Therein lies the key, you cannot avoid risk, you must learn to live with it, have the tools to be able to measure it and act accordingly. Consuming refined sugar, saturated fats, alcohol, tobacco, jumping from a parachute or riding a bicycle to work are actions that to a greater or lesser extent can be harmful. However, no one could think of, for example, banning bicycles, as this would be absurd. Something similar happens with vaping products. In various countries and regions of the world, [progress has been made in banning](#) the production and marketing of these products, and there is currently pressure to impose similar legislation in several places. The focus of the debate should be on aspects related to the scientific evidence that exists regarding the real benefits and harms of these products. It is important to understand that nothing is absolutely positive or negative, everything has some impact on health and it cannot be expected that the product is completely harmless to the human body. Therefore, the discussion is a bit more complex, because it involves weighing the pros and cons in order to evaluate the net result of a public policy on the matter.

Before even beginning to discuss the subject, it is essential to make one thing clear: vaping is not risk-free and under no circumstances is it recommended to start vaping if you are not currently a smoker. It is difficult to analyze the risks involved due to the fact that, being a fairly recent innovation, there are few long-term studies on the subject. Anyway, so far one thing is known: inhaling vapor with nicotine and other components is harmful at some level to the health of users and could cause different diseases. In addition, nicotine can cause dependence. Clearly abstinence is the best option, but it has long been known that this is not always a viable option or a realistic goal when it comes to addictions. This is where risk and harm reduction comes in as an alternative.

As mentioned above, when we analyze risks, we need to know how to measure them relatively and act accordingly. Vape products do not arise just for the sake of it, but are proposed as an alternative to cigarettes that **do so much harm to the population. When vaping devices are compared to cigarettes**, it is found that the risks of vaping are considerably lower for the user. It is essential to understand this, as vaping products have a great potential as a tool to quit smoking. That is the main function they fulfill and should fulfill.

However, we find the so-called “Precautionary Principle”. This can be summarized as the recommendation not to innovate or advance in a direction (or even to act to avoid certain events) when there is a real possibility (and a probability subjectively perceived as sufficiently high) of a risk, when this risk is serious and irreversible, and when there is a principle of scientific certainty that suggests it, even if this is not absolute. The main problem, beyond the difficulty of setting an objective and common limit to tolerable risk, is that the precautionary principle affects innovation, since it requires innovation to seek perfect solutions, prioritizing unknown risks over those that are already known.

In addition, there may be reluctance to accept certain types of innovation on the part of some sectors, due to the threat of harm to their own privileges and situations to the detriment of general welfare, combined with the opposition of other social stakeholders who oppose the idea of allowing third parties to carry out activities that they consider harmful to themselves. This situation discourages the creation of products and alternatives that seek to reduce the negative effects and promote development. We must emphasize the role of innovation in development. Innovation gives way to transformational technology through the creation of products that offer the same performance as others already on the market, but, in this case, in a less harmful way.

“...when we analyze risks, we need to know how to measure them relatively and act accordingly.”

On the opposite side of this vision is smart regulation. This is a pragmatic approach to the problems of balancing costs and benefits in a social, economic and political framework of inevitable uncertainty. Thus, as innovation expert Matt Ridley explains, there are five key aspects to boost innovation, which consist of balancing the precautionary principle with a principle of innovation; making decisions quickly in the face of change; implementing the use of rewards and prizes for those who generate solutions to different problems once they have been implemented; creating more spaces where people and companies have the freedom to experiment in a safer way and; finally, preserving the freedom to try new ways and try new things, to go in a different direction, to invest by producers as well as the freedom by consumers to express their preferences.

Science, our best epistemological tool in collective terms, is not a monolithic and exact body of knowledge, but behaves in an erratic, changing, provisional and perfectible way. It must feed public policy without being misrepresented or abused in an extreme way in order to apply extreme and prohibitive restrictions at the slightest evidence, especially at the beginning of the research process. This becomes especially a challenge when we consider that it is always possible to find a well or ill-intentioned dissident and alarmist scientific position, since the scientific process is not free from the errors and conflicts of interests that affect the rest of the social institutions, both as regards funding, public recognition, professional advancement and ideological positions by researchers. In **Europe, the USA and internationally**, different health organizations have prohibited researchers working in tobacco companies, or in companies owned by tobacco companies, from publishing studies in their scientific journals. In this sense, scientific studies should be valued for their rigor and review, and not for their source by discarding a priori much of the research carried out by companies or sectors who have a different opinion, as long as they have been subjected to scientific standards of quality of the mechanisms used and the results obtained.

The Unintended Consequences of Prohibitionism

The precautionary principle in its extreme version becomes prohibitionist. The central problem of prohibitionism, in addition to the violation of individual rights in some

“The precautionary principle in its extreme version becomes prohibitionist.”

cases on the basis of subjective values, is that it brings with it undesired consequences. In the first place, it promotes the criminalization of activities that in themselves do not affect third parties and are not violent in nature, pushing these activities into the black market, where they are managed by gangs willing to break the law and using coercion as a form of conflict resolution in the absence of the possibility of resorting to legal channels. Thus, users who make up a demand that continues to exist beyond the will of the law to eliminate it, are pushed into illegality, in a scenario where the claim, quality, traceability and security are strongly violated.

This was exactly the process that developed during the prohibitionism of the “Prohibition Law in the United States” from 1920 to 1933, which resulted in a resounding failure that only promoted alcohol consumption, increased violence and criminality, corruption of the police and judicial system, and harm to the health and pocketbooks of consumers who purchased goods of lower quality and higher prices. However, to a lesser extent, the harmful effects of alcohol prohibitionism had begun to be felt previously with minor interventions and restrictions that had been applied during the previous years and that had generated general degradations in the market. Today we see how similar measures applied to other psychoactive substances are also undergoing a similar process in which the pressure for the legalization of their production and consumption is beginning to remove barriers in order to avoid the same problems that the Prohibition Law generated with alcohol and that are currently originating as a result of prohibitionism on different drugs.

In its less drastic versions, prohibitionism generates regulatory and tax barriers that discourage competition by preventing suppliers from entering the market, allowing the

process of “regulatory capture” by those larger stakeholders who can, due to their dominant and favored position, cover the higher costs and continue to operate. This process fosters the rigidity of markets and destroys the incentives for innovation resulting from suppliers’ competitive search for a larger share of consumer demand.

Paternalism and Individual Rights

Harm reduction is also a movement based on consumer rights and freedoms. The origin of the use of these products lies with millions of **smokers** who, faced with the difficulty of giving up smoking, opted for this alternative which, in theory, is less harmful to health. However, some detractors argue that this decision should not be left in the hands of individuals, but should be strictly defined by experts of a technocratic state.

“Harm reduction is also a movement based on consumer rights and freedoms.”

Paternalistic arguments rest on **three main pillars**. Firstly, the impairment of agency rationality, related to a person’s lack of capacity or information to make a correct personal decision based on their own values and desires or even on some abstract and supposedly objective ideals. Secondly, the principle of harm to third parties. Thirdly, the rationality of self-governance of population groups to determine the social strategies and risks they are prone to tolerate.

The first argument has some certain aspects, especially when talking about minors, for example, but it is necessary to understand that it is possible to generate regulatory frameworks that generate limits and promote the availability of information to improve individual decisions without necessarily delimiting a single path in a repressive manner. Ultimately, the experts and specialists who must manage the planning and implementation of a public policy also have imperfect information and can make mistakes, with the difference that their errors are imposed on others, not on themselves, and not in a limited and dispersed manner but on the entire social fabric.

Secondly, harm to third parties is a valid justification that must always be regulated and controlled to the extent that the state must fulfill its function of respecting the rights of

individuals. However, this harm must be proven and supported by evidence.

Thirdly and finally, the autonomy of societies in defining the risks they are willing to tolerate is a valid mechanism, but it must be fed by scientific knowledge in an updated form and must take into account not only the limits imposed by respect for the individual rights of users as patients, with the right to health, and consumers, with valid recreational rights, but also the costs generated in the medium and long term by imposing restrictions that stifle innovation.

Summary of Scientific Evidence

Leading Scientific Evidence in Favor of Reducing Tobacco Harm with Non-combusted, Nicotine and Flavorless Products

In recent years we have seen a great deal of debate around vaping. This alternative to smoking found nume-

“...2022 should be a pivotal year in which authorities worldwide abandon prejudice and encourage appropriate regulations...”

rous detractors who identified it as an equally, if not more, harmful option. However, the evidence in favor of these is accumulating. In light of the large amount of scientific evidence and the almost unanimous consensus on the benefits of vaping, 2022 should be a pivotal year in which authorities worldwide abandon prejudice and encourage appropriate regulations that will allow millions of people around the world to abandon cigarettes for much less risky alternatives. The potential of other products such as heated tobacco products, snus and nicotine pouches will also be of great help in the coming years and is a subject that merits further study.

The Science of Smoking: Past and Present

In 1962 the Royal College of Physicians (RCP) of London in the United Kingdom published an extensive report entitled “Smoking and health” which caused an international stir. It was the first comprehensive study that compiled a large amount of scientific evidence demonstrating the strong epidemiological relationship between smoking and lung cancer, among other diseases and ailments. Prior to this report, only *loose and marginal studies* could be found that acknowledged this association amidst a sea of consensus that rejected these claims. Not only was the report a before and after in the history of smoking medicine,

but it was published two years before its peer, the Surgeon General’s Reports on Smoking and Tobacco Use by the US Centers for Disease Control and Prevention (CDC).

The uproar caused by the 1962 report would not be reversed despite the hostile response that the RCP suffered when it revealed scientific information linking cigarette smoking and smoking with serious health problems in people. We must not forget that at the time the RCP had to face a society articulated in its *government*, media and corporations that saw smoking as a harmless, even healthy habit. It had been *promoted by governments, especially during the First and Second World Wars*, as a way of relieving soldiers’ anxiety, while *manufacturers had concealed vital information* on the negative impact of smoking on the health of smokers and the *media abounded with advertisements promoting the habit*.

Today, the RCP, the same institution that produced the first anti-smoking report, is one of the leading institutions in continuing to combat smoking using the most modern tools available: vape products. In 2007, the RCP produced a pioneering *document* detailing that the main reason

“Today, the RCP, the same institution that produced the first anti-smoking report, is one of the leading institutions in continuing to combat smoking using the most modern tools available: vape products.”

smokers used tobacco was because of its nicotine content, that nicotine itself is not particularly dangerous, and that if nicotine could be provided in an acceptable and effective form as a substitute for cigarettes, millions of lives could be saved. This report, as a basis for harm reduction principles,

recommended reforming health legislation and policy to focus restrictions on tobacco rather than on nicotine, favoring the use of new products that could provide nicotine without combustion to enable smokers to quit or replace the habit with a less harmful one. Many scientists such as Dr. Paul Newhouse, director of the Center for Cognitive Medicine at Vanderbilt University, already had a long history of nicotine research. In particular, Newhouse's work focuses on differentiating the harm produced by tobacco from the effects of nicotine itself, as well as exploring the therapeutic and stimulant potential of nicotine in people and in those with neurological, psychiatric and psychological illnesses.

Again in 2016, the RCP published another report entitled "Nicotine without smoke: Tobacco harm reduction", which re-emphasized harm reduction in smoking through the use of devices that may contain nicotine but avoid combustion, especially focusing on vaping and vape products, which had emerged as a massive innovative habit over the last few years. The report highlighted again the great harm caused by smoking and the difficulty for smokers to quit without being able to administer nicotine. Thus, they supported the use of non-combustion nicotine delivery devices that avoided most of the harm caused by cigarettes, especially Nicotine Reduction Therapy and vaping products, which had less than 5% of the risk of a regular cigarette and were effective as a smoking cessation method.

The report noted the importance of the right regulatory framework to ensure quality standards without inhibiting advances and innovation in these products and rejected fears that vape devices would be a gateway for young people, explaining that "the evidence available to date indicates that vape products are used almost exclusively as safer alternatives to burnt tobacco by existing smokers who are trying to reduce the harm tobacco causes to themselves or others, or to quit smoking altogether."

These recommendations are in line with the scientific consensus on harm reduction through non-combustion nicotine delivery products. Thus, today the UK National Health Service itself explains that the harm produced by some tobacco components and their combustion should not be confused with the effects of nicotine. It also explains that vaping is substantially less harmful than smoking for the consumer himself as well as for those around him. And, finally, it states that vaping devices are an effective way to quit smoking. This trend includes the latest British development whereby, in a project coordinated by the University of East Anglia, smokers attending hospital emergency departments in Norfolk, London, Leicester and Edinburgh will be given vaping devices and vaping fluids to voluntarily

participate in a monitored smoking cessation program.

The Latest Scientific Studies

The RCP is not the only UK institution to have opted for the scientific path of harm reduction in smoking. In the latest Public Health England (PHE) scientific review report, published in February 2021, we find even more evidence of the benefits that vaping devices present as an alternative to cigarettes and as an effective method of smoking cessation.

In its seventh review on vape products, PHE explains that "compared to the 2018 report, there is even stronger evidence that nicotine vape products are effective for

"... unfortunately the perception regarding the risk these products impose is wholly inadequate and has worsened in recent years, with 38% of smokers mistakenly believing that vaping is just as risky as smoking..."

smoking reduction and cessation." It also notes that unfortunately the perception regarding the risk these products impose is wholly inadequate and has worsened in recent years, with 38% of smokers mistakenly believing that vaping is just as risky as smoking and only 29% thinking it is less dangerous, and 15% identifying it as even riskier. Specifically, among the group of adolescents aged 11-18, the proportion believing that vaping was less dangerous than smoking declined from 66.7% in 2015 to 43.3% in 2020.

These beliefs run counter to the evidence. As detailed in the study published in September 2020 by the UK's Committee on Toxicity of Chemicals in Food, Consumer Products and the Environment (COT) regarding the risk of using vape products, vaping is substantially less risky than smoking. Peter Hajek, director of the Dependency Research Unit at Queen Mary University of London, explains commenting on this study that "...vaping is much less dangerous than smoking. If you are a smoker and you find it hard to quit, vaping is the best option." In agreement, John

Britton, former director for the UK Center for the Study of Tobacco and Alcohol at the University of Nottingham, also comments that, although not without risk, these products are substantially less dangerous than smoking. These conclusions expressed in the report are also shared by scientific authorities such as Nicholas Hopkins, leader of Respiratory Medicine at Imperial College London, Debbie Robson, researcher of the Nicotine Research Group at the National Addiction Centre at King's College London, Professor Jacob George, from the University of Dundee and Dr. Jamie Hartmann-Boyce, Health Behaviors researcher at the University of Oxford. Overall, the scientific consensus is virtually unanimous that, although not completely harmless, vaping and vape products represent a much safer alternative to smoking.

Usually the key focus of vaping is on its benefit as a smoking cessation method. The [review also conducted in 2020 by the Cochrane Library](#) analyzed 50 reports involving more than 12,000 patients. The overall result led to the conclusion that there is evidence that the use of nicotine vape products is a more effective way to quit smoking than using them without nicotine or compared to traditional nicotine replacement therapies, and that they do not have serious adverse effects. In this report produced by the COT, Lion Shahab, Professor of Health Psychology and Co-Director of the Alcohol and Tobacco Research Group at University College London explains: "previous findings indicating that vape products are an effective and safe short-term way to quit smoking are confirmed".

In 2020, the [Action on Smoking and Health Report \(ASH\)](#) for the UK on adult use of vape products was also published. It identified that 58.9% of current adult vapers are ex-smokers and that this proportion has grown year on year while vapers who also smoke fell from 65.1% in 2014 to just 38.3% in 2020. Moreover, only 0.3% of never smokers now vape, down from 0.8% in 2019. The main reason reported for using a vape product was to quit smoking (41%) and in second place was to avoid returning to smoking after quitting (20%). The lowest use of vaping products was found in the 18-24 age group, where only 4.3% used them. Based on these results, Deborah Arnott, executive director of the ASH explains that "If more smokers were encouraged to try vaping products, the evidence indicates that many more would be able to quit smoking."

PHE's report also addresses these critical issues. It indicates that in 2017 in the UK more than 50,000 smokers quit using vape products (we should note that 75,000 people died in the UK in 2019 from smoking-related causes). Moreover, the report details that vape products are the most commonly used smoking cessation aid. In 2020, 27.2% of

people who tried to quit smoking in the previous 12 months reportedly used vape products, a higher figure than the 15% who tried nicotine replacement therapies, the 2.7% who used other physician-prescribed mechanisms, or the 4.4% who used varenicline, a medication used to treat tobacco addiction. Of those using vape products, about 51% managed to reduce the levels of nicotine used over time and only 1.1% of those who started out using a nicotine-free vape later added nicotine. Based on these numbers, PHE explains that "vaping is better than nicotine replacement therapies for smoking cessation, the evidence suggests." In turn, it stated that misperceptions regarding the relative risks between vape products and cigarettes "might be discouraging many smokers from quitting" and that vaping should be an option available to all people who wish to quit smoking. Also, the PHE report indicated that 86% of vape products used flavorings, which could highlight the relevance of flavorings as an attraction for users and was, therefore, identified as a central aspect in the effectiveness of vaping that should be further studied in its role in enabling smokers to quit tobacco cigarettes.

The PHE report also includes comments from scientific authorities that denote the level of consensus regarding the use of vape products as a safe and effective method of quitting smoking. John Newton, director of health improvement at PHE, explains that "the best thing a smoker can do to quit smoking according to the evidence is to vape" and that "thousands more people could quit if it weren't for unfounded fears... vaping is far less harmful than smoking. For anyone wishing to quit smoking, we strongly recommend trying vaping." Ann McNeill, Professor of Tobacco Addiction at King's College London comments that "the report contains strong evidence that vaping is an effective method of smoking cessation" and that some "smokers incorrectly believe that vaping is as harmful as smoking." In agreement, Deborah Arnott, chief executive of ASH, comments in the report that "the potential of vaping to help smokers quit smoking has not yet been fully developed," and Michelle Mitchell, chief executive of Cancer Research in the UK, clarifies that the research so far shows that vaping is less dangerous than smoking tobacco and the report shows that it can help people quit smoking.

On the other side of the Atlantic, evidence is also accumulating in the same direction. The [best study on the subject](#) was published by the prestigious scientific journal Science in December 2019, including the issue of recent deaths and hospitalizations, concluding that the benefits of vaping products far outweigh the harms. This article compiles most of the studies and research on the subject and performs a sort of "meta-analysis" to summarize the most recent information. The studies analyzed in the Scien-

“The studies analyzed in the Science article lead to the conclusion that, in the case of adult smokers, the scientific evidence is strong that vaping products are much safer for the user's health than cigarettes.”

ce article lead to the conclusion that, in the case of adult smokers, *the scientific evidence is strong that vaping products are much safer for the user's health than cigarettes*. Evidence from multiple observational studies and randomized trials suggests that vaping is more effective than other smoking cessation methods such as patches, gum, support groups or self-restriction. It is estimated that more than *1 billion smokers worldwide will die prematurely in the 21st century*, and they can be helped by vaping products in their fight against smoking. Globally, more than 8 million smokers will die prematurely in 2019 alone. The most conservative estimates suggest that, if vape products were allowed to be used, over the next 10 years 1.6 million premature deaths could be avoided in the United States alone and a total of 20.8 million life-years (computed as the sum of all life-years above a minimum quality requirement that would be saved) would be added. *The greatest gains would be achieved among the younger generations*. Specifically in relation to cases of deaths and hospitalizations due to lung disease, evidence suggests that most of these are related to the use of illegal and adulterated products containing THC (an element present in cannabis). Unfortunately, this situation has led to generic bans on all types of vaping products and liquids (with or without THC, nicotine or flavorings) that prevent the application of concrete measures to address the specific problem and encourage policies that may lead to more harm than good.

Furthermore, a [study conducted by Georgetown University, USA](#), and published on April 17, 2021 in BMC's Population Health Metrics, a compiler of more than 300 scientific publications and academic journals published by [Springer Nature](#), accumulates further evidence in favor of the use of nicotine vaping products as a replacement for cigarettes. The report concludes that “based on current patterns of use and substitution with nicotine vapor products (NVPs) in the U.S., their use will result in averting 1.8 million

smoking-attributable premature deaths and 38.9 million life-years gained between 2013 and 2060.” The study examined attributable deaths and years of life lost under scenarios in which nicotine vapor products were available and adopted by smokers at rates based on U.S. data, and one in which there was no access to nicotine vapor products. Thus, they found that “in the NVP scenario, approximately 1.8 million (1.3 million men and 0.5 million women) smoking-attributable deaths are averted by vaping, a relative reduction of 10.4% compared with the no-NVP scenario, and 38.9 million smoking-attributable life-years are averted by vaping (28.7 million in men and 10.1 million in women), a relative reduction of 19.9%.” The study itself clarifies that the large public health benefits were associated with the low risks of death associated with nicotine vaping products, about 5%, compared to smoking. This implies that, should a higher risk be detected, the situation could be much less beneficial. However, [the current evidence](#), despite the debate and controversy surrounding the issue, seems to indicate clearly that the risk of death associated with nicotine vaping products is substantially low. Thus, although cautious with its conclusions, the report adds even [more evidence](#) in favor of encouraging smokers to quit smoking and switch to vaping nicotine products, a practice that could produce great public health benefits. Moreover, in September 2021, [a meta-analysis published in the Cochrane](#) that included more than 16,700 participants and 61 studies concluded that vaping products were significantly more successful as a smoking cessation mechanism than nicotine replacement therapies, especially if they contained nicotine.

The Scientific Facts on Harm Reduction from Tobacco, Nicotine and Non-Combusted Products

All tools to reduce the harmful effects and smoking in all its forms are crucial. This is a compilation of positions from a growing list of respected scientific and public health organizations that, as of May 2021, have reviewed all the evidence and made public statements on the relative risks of reduced-risk nicotine and non-nicotine alternatives (vape products, heated tobacco products, snus and nicotine pouches) versus combustible tobacco. None of these organizations is funded by the tobacco or vape industry. The more than 40 organizations that make up this compilation form a true scientific consensus that broadly but unevenly agrees on 5 basis points:

- Non-combusted nicotine products are substantially less harmful to health than tobacco consumed in the traditional way by burning (whether in pipes, cigarettes or cigars).

“The public health impact of these products generates a positive balance and their use should be encouraged through public policies...”

- Although addictive, nicotine itself is not significantly harmful to health, unlike almost all other elements that are emitted during traditional tobacco combustion. It is crucial in facilitating the transition from traditional smoking to non-combusted nicotine products. Likewise, flavorings contribute in a similar way.
- Non-combusted nicotine products are very effective ways to quit smoking.
- Non-combusted nicotine products do not constitute a gateway to smoking or the use of these products, even among young people, in a relevant way, while at the same time allowing for a substantial reduction in the number of smokers.
- The public health impact of these products generates a positive balance and their use should be encouraged through public policies as a way to quit smoking, as well as through an adequate regulatory framework, not a prohibitive one.

From the list above, two major aspects stand out. On the one hand, the lower toxicity of non-combusted nicotine products compared to combustible tobacco and, on the other hand, the great effectiveness of these products to stay away from smoking or to quit smoking altogether.

A key aspect: lower toxicity

Regarding the first issue, the [EURO Office of the World Health Organization](#) has explained that “There is conclusive evidence that: Full replacement of combustible tobacco cigarettes with electronic nicotine and nicotine-free delivery systems reduces users’ exposure to numerous toxicants and carcinogens present in combustible tobacco cigarettes.” In the same vein at the global level, the [International Agency for Research on Cancer](#) commented, “The use of vape products is expected to have a lower risk of disease and death than smoking.... Vape products have the

potential to reduce the enormous burden of disease and death caused by smoking if the majority of smokers switch to vape products.” Even more important has been the meta-analysis published by [Science Magazine](#): “We suggest that the evidence cautions against prohibitionist measures. Restricting access and attractiveness among less harmful vape products out of caution to avoid leaving lethal combustible products on the market does not protect public health, but threatens to derail a trend that if continued could hasten the demise of cigarettes, which threaten a billion lives in this century.... We share great concern about the large increase in youth vaping... However, we suggest that a careful analysis of all the data in context indicates that the net benefits of vaporized nicotine products outweigh the harms feared for youth... For adult smokers, there is strong scientific evidence that vaping nicotine is much safer than smoking... Vaporizing flavors -with or without nicotine- may appeal to youth, but they also appeal to adult smokers and help them to switch. Evidence suggests that the vast majority of smokers who successfully switch from smoking combustible products to vaping do so, after weeks, months or years of dual use, by switching from tobacco or menthol-flavored liquids to other flavors and often to lower nicotine concentrations or even zero nicotine... The most conservative estimates suggest that if nicotine vaping were to replace regular cigarettes over the next 10 years, 1.6 million premature deaths and 20.8 million quality-adjusted life years would be saved in the United States alone. The greatest gains would be among the youngest cohorts (15). Worldwide, more than 8 million smokers will die prematurely from cigarette smoking, not from nicotine, in 2019 alone. The potential benefit of non-combustion, innovative, and appropriately regulated modes of nicotine delivery could have a tremendous impact globally.”

For their part, in the United Kingdom they have expressed themselves in the same way. [Public Health England](#), which is now integrated into different UK public health bodies, produced an updated report where it explains that “Our new review reinforces the conclusion that vaping is a fraction of the risk of smoking, at least 95% less harmful, and of negligible risk to those around. However, more

“...vaping is a fraction of the risk of smoking, at least 95% less harmful, and of negligible risk to those around.”

than half of smokers either falsely believe that vaping is as harmful as smoking or simply don't know it." Similarly, the [Royal College of Physicians](#) took a stand by explaining that "Although it is not possible to quantify precisely the long-term health risks associated with vape products, the available data suggest that they are unlikely to exceed 5% of those associated with smoked tobacco products, and may well be substantially less than this figure.... Vape products are effective in helping people quit smoking." [Cancer Research UK](#) also weighed in by saying, "Although the long-term health consequences of using vape products are uncertain, the data available so far suggest that vape products are much less harmful than smoking. ...There is also increasing evidence to suggest that vape products can work successfully as an aid to smoking cessation. ...There is insufficient evidence to support a blanket ban on the use of vape products indoors, either on the basis of renormalization of smoking or harm to those around from secondhand vapor." Thus, they comment that the [studies](#) that appear to find harm are "generally conducted in animals or cells in the laboratory ...and the e-cigarette vapor concentrations used are often much higher than what people would be exposed to in real life.... The best available evidence in humans shows that e-cigarettes are much less harmful than smoking." Likewise, the [British Lung Foundation](#) explained that "Experts have reviewed all the research done on vape products in recent years and have found no significant risks to people using them. ...Switching from cigarettes to an e-cig can improve symptoms of lung conditions such as asthma and COPD." Moreover, the [British Heart Foundation](#) stated that "Research suggests that vape products may be less harmful to the heart and circulatory system than tobacco in the short term.... We know that they contain significantly fewer of the harmful chemicals that can cause smoking-related diseases." Also the [Royal College of General Practitioners](#) added their statements by saying that "The evidence so far shows that e-cigarettes have significantly lower levels of key toxicants compared to cigarettes, with average exposure levels well below thresholds of concern," and the [Royal Society for Public Health \(RSSP\)](#) was not far behind by commenting as follows: "RSSP has welcomed a comprehensive new review of the evidence on vape products published by Public Health England. The report reflects an updated evidence base that increasingly points in the same direction: not only is vaping at least 95% less harmful than smoking, but it is also helping an increasing number of smokers to quit." Like those above, the [UK Stroke Association](#) weighed in saying that "Current evidence shows that the health risk posed by vape products in the short term is likely to be much lower compared to smoking," and [Action on Smoking and Health UK](#) said, "It has been estimated that vape products are 95% less harmful than regular cigarettes. The risk posed by vapor from vape products to other people is negligible... The lifetime can-

cer risk from vape products has been assessed as less than 0.5% of the risk from smoking. [But] public understanding of the relative harms of vape products [versus smoking] have worsened over time and are less accurate today than in 2014... The widespread use of snus [a smokeless oral tobacco product] by Swedish men, displacing tobacco use, is responsible for the incidence of tobacco-related mortality in Swedish men being significantly lower than in any other European country." The [British National Center for Tobacco Cessation and Training](#) explained that "Experts estimate that vape products are, as far as we know so far, about 95% safer than cigarettes. Smoking is associated with a number of very serious health risks, both for the smoker and the people around them. Therefore, smokers who switch from tobacco to vape products substantially reduce a major health risk. ...Nicotine does not cause smoking-related diseases, such as cancers and heart disease". Similarly, the [Royal College of Midwives](#) detailed, "All midwives and maternity support staff should be confident and competent to discuss smoking in pregnancy. Nicotine replacement therapy [e.g., nicotine patches, nicotine gum] is safe during pregnancy and should be provided to women and their partners according to evidence-based protocols. Vape products contain some toxins, but at much lower levels than those found in tobacco smoke. If a pregnant woman who has been smoking decides to use a vaping device and it helps her quit smoking and stay smoke-free, she should be supported in doing so. If a woman has switched completely to vaping and does not smoke at all, she should register as a nonsmoker. Based on the available evidence on the safety of vape products, there is no reason to believe that the use of a vape device has any adverse effect on breastfeeding." Also, [NHS Scotland's consensus statement on vape devices](#) explains that "Smoking kills. Helping people to quit smoking completely is our priority. ...There is now agreement based on current evidence that vaping e-cigarettes is definitely less harmful than smoking tobacco" (this last statement was created and supported by: Action on Smoking & Health Scotland, Cancer Research UK, Chest Heart & Stroke Scotland, Chief Medical Officer for Scotland, NHS Ayrshire and Arran, NHS Greater Glasgow and Clyde, NHS Lothian, NHS Tayside, Roy Castle Lung Cancer Foundation, Royal College of General Practitioners, Royal College of Physicians of Edinburgh, Royal College of Physicians and Surgeons of Glasgow, Royal Environmental Health Institute of Scotland, Scottish Collaboration for Public Health Research and Policy, Scottish Consultants in Dental Health, Scottish Thoracic Society, UK Centre for Tobacco & Alcohol Studies, University of Edinburgh, University of Stirling).

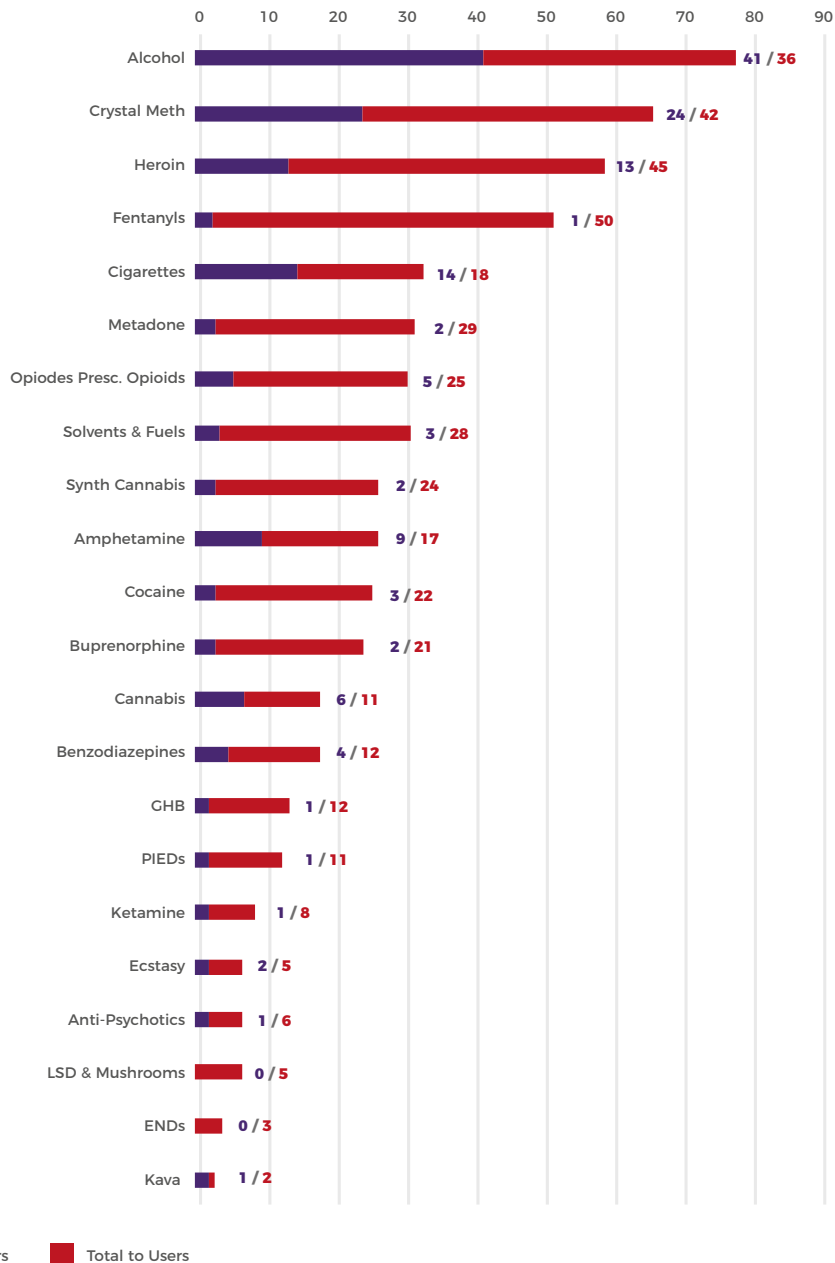
The Commonwealth of British Nations have also expressed their views in this direction, with the [Cancer Society of New Zealand](#) commenting that "Vape and smokeless

tobacco products are less harmful than tobacco use” and the [Government of Canada](#) stating that: “Vaping is less harmful than smoking. Replacing cigarette smoking entirely with vaping will reduce smokers’ exposure to harmful

chemicals. There are improvements in overall health in the short term if an individual switches completely from smoking cigarettes to vaping products.”

Harm to User vs. Harm to Others

Comparative contribution of harm to the user and harm to others of different substances.



Source: Bonomo, Yvonne; Et al, The Australian drug harms ranking study, Journal of Psychopharmacology, 2019, Vol. 33(7) 759-768.

In continental Europe we find other support such as from the [German Federal Institute for Risk Assessment](#) explaining that “According to current knowledge, vape devices are less harmful than conventional tobacco products when used as intended,” or the [National Cancer Institute, France](#) saying, “The e-cigarette... is not a tobacco product... The irritant and/or toxic effects of the components of the [vapor] of the vape device are significantly lower than those of tobacco [smoke]. Tobacco-related cancers are caused by many carcinogenic substances [in tobacco smoke].... Carbon monoxide and fine particles produced by the smoke are primarily responsible for cardiovascular diseases.... The solid particles present in this smoke play an important role in the development of respiratory failure. These products do not exist at significant levels in the “vapor” of vape products. Therefore, a significant reduction of cancer risks is expected in tobacco smokers who switch to vaping products... We must evaluate the benefit-risk balance between this device and cigarettes, which are the cause of 75,000 deaths per year in France”. Likewise, [an Italian study published in Nature in 2021](#) indicated that both vape products and heated tobacco products had a substantially lower toxicity than combustible tobacco, at values of at least 80% when evaluating vapors acting on bronchial epithelial cells.

Across the Atlantic, in the US we see the US [National Academy of Sciences, Engineering and Medicine](#) which said that “Although vape products are not without health risks, they are likely to be far less harmful than combusted tobacco cigarettes. There is substantial evidence that.... exposure to potentially toxic substances from vape products is significantly lower compared to combusted tobacco cigarettes.” Likewise, the U.S. [Centers for Disease Control](#) detailed that “Vape products expose users to fewer harmful chemicals than burned cigarettes... Vape products have the potential to benefit adult female smokers who are not pregnant if used as a complete substitute for regular cigarettes and other smoked tobacco products,” and the [Substance Abuse and Mental Health Services Administration](#) commented: “Vape products can help non pregnant smokers if used as a complete substitute for cigarettes.” The [American Cancer Society](#) took a stand by asserting, “Based on currently available evidence, use of current-generation vape products is less harmful than smoking cigarettes.” This was the official 2018-2019 statement. As of November 2019, the ACS no longer recommends vape products as a smoking cessation tool. Their stated reason for this change was, “the use of vape products by youth.” However, [their new statement](#) continues to say that “former smokers who now use e-cigarettes should not return to smoking” so it can be considered that they still understand that vape products are less harmful. The [Truth Initiative](#) states that

“Truth Initiative researchers reviewed 686 peer-reviewed studies [and determined that] vape products are substantially less harmful than traditional cigarettes... Overall, vape products expose users to fewer toxins than cigarettes, and cigarette smokers who switched to vape products had reduced blood pressure and improved lung function.” Finally, the [American Heart Association](#) weighed in by commenting, “Participants who vaped exclusively showed a similar inflammatory and oxidative stress profile to people who did not smoke cigarettes or use e-cigarettes... Compared with participants who smoked exclusively, those who vaped exclusively had significantly lower levels of nearly all inflammatory and oxidative stress biomarkers.”

Also in the American continent, but much further south, the [Council of Ministers of the Oriental Republic of Uruguay](#) in 2021 declared that “There are electronic nicotine delivery systems that use a technology by which dry tobacco is heated, for which there is scientific data indicating that they result in less exposure of users to toxic substances associated with traditional tobacco consumption.”

Effectiveness for smoking cessation

On the second issue, [Cochrane](#) stated that “We found 50 studies in 12,430 adults who smoked.... The studies took place in the United States (21 studies), United Kingdom (9), Italy (7), Australia (2), New Zealand (2), Greece (2), and one study each in Belgium, Canada, Poland, South Korea, South Africa, Switzerland, and Turkey.” The [results of the review](#) indicate with “Moderate Certainty” that “nicotine vape products increase quit rates compared with non-nicotine vape products, and compared with nicotine replacement therapy [nicotine patches and gum].... We detected no clear evidence of harm from nicotine vape products [up to 2 years].” In agreement with the above, the [British Medical Association](#) explained that “Significant numbers of smokers are using e-cigarettes (vape products), with many reporting that they are helpful in quitting smoking or reducing cigarette consumption. There are clear potential

“...nicotine vape products increase quit rates compared with non-nicotine vape products, and compared with nicotine replacement therapy...”

benefits of their use in reducing the substantial harms associated with smoking, and a growing consensus that they are significantly less harmful than tobacco use.” Likewise, the British [National Institute for Health and Care Excellence](#) detailed how “Evidence suggests that vape products are substantially less harmful to health than tobacco, but they are not without risk. Many people have found them helpful in quitting cigarette smoking” and the [Royal College of Psychiatrists](#) explained, “Rates of smoking among people with serious mental illness are much higher than in the general population.... Although we do not fully understand the long-term risks, psychiatrists should advise their patients that e-cigarettes are an effective option for some people to quit smoking, and are substantially safer than continued tobacco use. All mental health providers should have policies that facilitate the safe and effective use of vape products.”

Also in the Commonwealth, the [Canadian Heart and Stroke Foundation](#) detailed that “New evidence shows that vaping devices are less harmful than conventional cigarettes. With the legalization of nicotine vaping devices, access to vaping devices is improved for current smokers, allowing adults to have more choice in alternative methods of nicotine consumption and/or smoking cessation... Those who are unable to quit smoking would be better off using vaping devices in the long term, rather than continuing to smoke regular cigarettes.” Likewise, the [New Zealand Ministry of Health](#) stated, “The Ministry believes that vape products could alter inequalities and contribute to the Smoke free 2025 initiative. Data on vape products show that they carry a much lower risk than smoking cigarettes, but they are not without risk. There is growing evidence that vaping can help people quit smoking. There is no international evidence that vape products are undermining the long-term decline in cigarette smoking among adults and young people, and indeed they may be contributing to it.” The [Royal College of Psychiatrists of Australia and New Zealand \(RCPANZ\)](#) explained that “Research in Australia shows that 70% of people with schizophrenia and 61% of people with bipolar disorder smoke, compared to 16% of people without mental illness... The RCPANZ recognizes the potential harm reduction benefits of vape devices and vaporizers for people living with mental illness, and the need for legislative reform to make these a reality. Therefore, the RCPANZ recommends: “Exemption of nicotine vaping devices and vaporizers from the restrictions imposed under the Poisons Rule so that they can be subject to strict and appropriate regulations as consumer products [and] lower tax rates for vaping devices and vaporizers compared to smoking tobacco products to ensure affordability for low-income smokers, and to provide a financial incentive to switch.” Moreover, the [Australasian Drug and](#)

[Alcohol Nurses](#) also took sides by saying that “People with drug and alcohol dependence have high rates of smoking [and] are more likely to die from a tobacco-related illness than from their primary drug problem.... E-cigarettes are battery-operated devices that heat a liquid solution, which may or may not contain nicotine, into a vapor for inhalation, simulating the behavioral and sensory aspects of smoking, and are now considered a legitimate form of tobacco harm reduction.” and the [Royal Australian College of General Practitioners \(RACP\)](#) takes a position saying: “The RACP recognizes that vape devices may have a potential role in tobacco harm reduction and cessation for smokers who are unable or unwilling to quit.” In the same vein, a [2021 study](#) using data from 3868 Australians in 2019 concluded that daily, but not occasional, vape device users were more likely to quit or reduce cigarette smoking than Australian smokers who did not use them.

In France, the [French National Academy of Medicine](#) stated that “It has been proven that vaping is less dangerous than smoking.... Therefore, it is preferable for a smoker to vape. Since 2016, the High Authority for Health (AAS) considers it “as an aid to quit or reduce smoking by smokers. Public Health France indicates that at least 700,000 [French] smokers have stopped using vape devices... Smokers who were about to switch to vaporization instead of tobacco should not hesitate.” This was in the same vein as the [French National Academy of Pharmacy, which tweeted](#), “The position of the World Health Organization [against the vape device] is incomprehensible. Tobacco is responsible for 73,000 deaths in France. The vape device helps to quit smoking. Its components are obviously less harmful than tobacco.”

As can be seen in a [2021 report by the Property Rights Alliance](#), the rise of vaping in the UK, France, Canada and New Zealand accompanied and facilitated the drop in smoking recorded between 2012 and 2018. Broadly speaking, the reduction in the rate of daily smokers in these countries was emulated in parallel by a similar process of increase in the rate of daily users of vape devices. The examples given were users in France where -as of 2017- almost half of these were ex-smokers and only 0.2% had never smoked.

In turn, in the US, the [American Association of Public Health Physicians](#) stated that “Smokeless tobacco/nicotine products, as available on the US market, while not without risk, carry a substantially lower risk of death and may be easier to quit than cigarettes.... Smokers who have tried, but failed, to quit using medical guidance and pharmaceutical products, and smokers who are unable or uninterested in quitting, should consider switching to a less hazard-

ous smokeless tobacco/nicotine product for as long as they feel the need. These products include long-term, over-the-counter, nicotine replacement therapy (NRT) pharmaceuticals, vape devices, dissolvable products (sticks, strips, and orbs), snus, other forms of moist snuff, and chewing tobacco.” Given that scientific evidence indicates that the use of vaping devices can increase the likelihood of quitting smoking, many prestigious [American scientists](#) have decided to encourage health authorities and the media to consider the potential of vaping to reduce adult mortality attributable to smoking. In this regard, [a study published in December 2021](#) and conducted on a US nationally representative sample of 1,600 adult daily cigarette smokers who did not initially use vaping devices and had no plans to quit smoking, found that subsequent use of vaping devices on a daily basis was significantly associated with an 8-fold increased likelihood of quitting smoking for good (as well as an increased likelihood of reducing their consumption) compared to those who never vaped. In turn, the also US-based [Campaign for Tobacco-Free Kids](#) said that “Vape devices could benefit public health if they help significantly reduce the number of people who use combustible cigarettes and die from tobacco-related diseases” and the US [Food and Drug Administration](#) (FDA) cautioned on the matter by saying, “Make no mistake. We see the potential for ENDS products, such as e-cigarettes [nicotine vape products], to provide a potentially less harmful alternative for currently addicted individual adult smokers who still want access to satisfying levels of nicotine without many of the harmful effects that come with burning tobacco.” So far, FDA has cleared 9 safer nicotine alternatives as “appropriate for the protection of public health,” thus accepting and validating the public health concept of tobacco harm reduction. These are:

- [8 ultra-low nitrosamine \(low carcinogen\) snus smokeless tobacco products](#), where the manufacturer is now allowed to say to customers: “Using [this product] instead of cigarettes puts you at lower risk for mouth cancer, heart disease, lung cancer, stroke, emphysema and chronic bronchitis.”
- [1 heated tobacco product](#); in which the manufacturer is now authorized to say to customers: “The complete switch from conventional cigarettes to [this product] significantly reduces your body’s exposure to harmful or potentially harmful chemicals.”

Products

Smoking and Harm Reduction: An Array of Possibilities

Harm reduction in smoking has had great advances in recent times due to its great potential as a mechanism to quit smoking and prevent deaths and the great harm to health caused by it. Most of the attention has been directed to vaping due to its great popularity and effectiveness. However, it is convenient to analyze all available tools comparatively in light of their potential and scientific evidence. These make up what we will call Non-Combusted Nicotine Products (NCNPs) and consist of a wide range of

products that may or may not contain nicotine or tobacco but have in common the fact that they do not produce combustion, or, in other words, they do not burn any substance. Within NCNPs, we find three broad categories. As the [Knowledge-Action-Change's Global State of Tobacco Harm Reduction 2020](#) report explains, in 2020 some 1.1 billion people smoke globally, but it is estimated that only 98 million people worldwide use non-combusted nicotine products (a figure more than 11 times lower), of which 68 million use vape products (69% of the total), 20 million use heated tobacco products (20.5%) and 10 million use nicotine snus and pouches (10.5%).

“Harm reduction in smoking has had great advances in recent times...”

Number of users per product worldwide in 2020

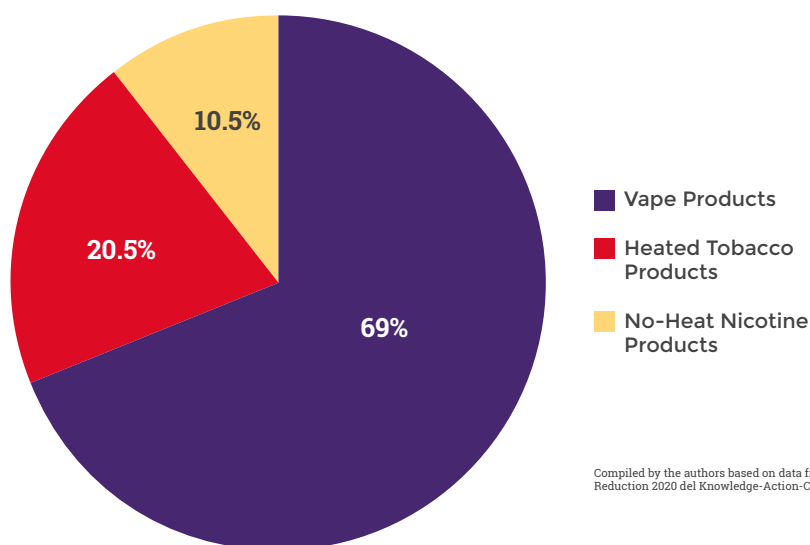
 = 100 million people



Compiled by the authors based on data from Global State of Tobacco Harm Reduction 2020 del Knowledge-Action-Change

Distribución de los usuarios de productos sin combustión a nivel mundial en 2020

En total acumulan unas 98 millones de personas.



Compiled by the authors based on data from Global State of Tobacco Harm Reduction 2020 del Knowledge-Action-Change.

Vaping Products



First of all, there are Vape Products (VP). The electronic cigarette or cigar, also called “e-Cigarette”, “vaporizer”, “vape”, is an electronic inhaler system originally designed to simulate tobacco consumption, without actually containing or burning tobacco, thus differentiating it from the cigarette. These devices use a resistance, i.e. a battery to heat and vaporize a liquid solution (without combustion).

“These products do not contain tobacco or produce smoke.”

The liquid solution, called vape liquid, e-Liquid, e-Juice or essence, may or may not contain flavors. These liquid solutions may contain propylene glycol, glycerin, nicotine.

These products do not contain tobacco or produce smoke. The devices that made up the family of vape products were historically divided into 1st generation disposable and rechargeable products, 2nd generation rechargeable products, 3rd generation rechargeable and variable setting vape products, and 4th generation closed system vape products with interchangeable pods or fully disposable units. Currently some companies are making improvements that could lead to the release of new products, but still the 4th generation is the last one on the market.

The World Health Organization (WHO) refers to these products using the English term “ENDS” (Electronic Nicotine Delivery Systems). There is a strong scientific consensus regarding their **health safety** compared to cigarettes and heated tobacco products, as well as their **high effectiveness as a smoking cessation tool** relative to all other available mechanisms. This is recognized by the scientific community and from **Public Health England** to the **French National Cancer Institute**.

Heated Tobacco Products

Secondly, there are the Heated Tobacco Products (HTP), as the World Health Organization refers to them. Also called “Heat-not-Burn”, these products consist of a device that heats, without burning, a specially prepared tobacco-containing substance in disposable consumables. The heat generates an aerosol that is inhaled from the tobacco and contains nicotine. HTPs may contain flavors. The tobacco leaves are heated to about 250-350 °C, a temperature that does not lead to combustion, a temperature lower

“The tobacco leaves are heated to about 250-350 °C, a temperature that does not lead to combustion...”

than that of cigarettes. To deliver nicotine from tobacco leaves, HTPs use built-in or external heat sources, sealed and heated chambers. Although HTPs aerosol contain more harmful health elements than vaping, these elements are still substantially less harmful than regular cigarettes and are an effective smoking cessation tool, especially for those smokers who need an even more cigarette-like product as a method of quitting and preserving the use of tobacco products. An interesting example of the use of these



products is Japan, where individual vaping devices and nicotine-containing items are allowed to be used and imported, but, due to regulatory restrictions that equate them with medicinal products, in practical terms vaping devices are almost forbidden for mass marketing and distribution. This, in combination with a legal vacuum in relation to tobacco products, allowed and encouraged the incorporation and use of HTPs on a massive scale between 2015 and 2019. Different studies have shown that since their incorporation, HTPs are responsible for the drop of about 34% in cigarette sales in Japan in less than 5 years, a particularly beneficial trend for health by substantially accelerating the reduction in cigarette sales compared to the speed of the process in previous years.

Snus and Nicotine Pouches

In third and last place are Snus and Nicotine Pouches. The Snus consists of pouches of moist tobacco powder.

They are placed on the inside of the lip (between the lip and gums) usually for 30 minutes. Nicotine Pouches are pre-dosed white pouches that do not contain tobacco, but do contain nicotine (which may be derived from tobacco) and are described as a similar, tobacco-free version of the Snus. There is no combustion in any of these. The user places the pouch between the upper lip and gum, and leaves it there while the nicotine and flavor are released. When finished, the product is thrown away. These products not only present very low levels of health risk (only being surpassed by Nicotine Replacement Therapies) but also a great ability to enable people to quit or stay quit. Between Snus and Nicotine pouches, the latter proved to possess lower health risks than the former and greater appeal to users but slightly lower rates of efficacy in quitting or avoiding relapse.

Snus used in the Nordic region has a history dating back almost 200 years and in Sweden it has been one of the dominant tobacco products for a century. Sweden is the closest country to reaching the WHO target of reducing the prevalence of cigarette smoking to 5%. 54% of Snus users are ex-smokers. Snus is used by 20% of Swedish men and 2% of Swedish women, with consumption increasing. Available evidence shows that Snus is much less harmful to health than was thought when it was banned by the European Union in 1991, but unfortunately it is still banned in these countries today. The scientific literature indicates that the use of Snus is not a significant risk factor for developing lung cancer, cardiovascular disease, pancreatic cancer or oral cancer. European data published by WHO in 2018 indicated that Sweden had the lowest tobacco-related mortality rate and the lowest incidence of male lung cancer.

Overall, prevalence statistics and epidemiological data indicate that Snus use confers a significant harm reduction benefit that is reflected in the comparatively low levels of tobacco-related disease in Sweden compared to the rest of Europe. Available scientific data, including long-term population studies conducted by independent agencies, demonstrate that the health risks associated with Snus are



considerably lower than those associated with cigarette smoking. More than 250 scientific studies covering chemical composition, biomarkers of exposure and effect, toxicological studies, human health effects including dental and oral effects, cancer, cardiovascular disease, gastrointestinal disease, metabolic disease, pregnancy outcomes and reproductive effects, effects on infants, neurological disease and various other health-related outcomes confirm that Snus has a well-documented and much less harmful risk profile compared to the vast majority of other tobacco products.

Leaving aside the less widespread and older products (such as tobacco leaves, sniffing powders and chewing pastes) there is an additional variety of products usually encompassed as NRT, comprising products such as Adhesive Patches, Nasal Sprays, Inhalers, Chewing Gums, Lozenges, Mouth Sprays, Mouth Strips and Micro-tablets. The use of these products usually includes medical and psychological monitoring and follow-up. NRT used to be the usual mechanism for smoking cessation, but historically exhibited low levels of effectiveness, despite consolidated regulatory frameworks and ease of access by smokers. That is the reason why it has not been addressed in this index. Today, most of the scientific evidence considers NRT a mechanism of low effectiveness, especially in comparison with the use of vape devices for vaping. Vaping is nowadays considered a much more cost-effective method and its advantages as a way to quit smoking are also confirmed even in particular cases such as people with mental health diseases. This makes NRT a marginal tool that should leave the center of recommendations as a harm reduction mechanism in relation to smoking.

Advantages and Disadvantages: Comparison of Products

Generally speaking, the wide range of possibilities offered as non-combustion harm reduction tools for traditional smoking (whether in the form of cigarettes, pipes or cigars) has different advantages and disadvantages. Of all methods, NRT is the least harmful to health (about 90% to 99.9% less than regular tobacco depending on the specific product). However, it is in turn substantially less effective as a smoking cessation mechanism than the rest (about 6% to 9.9% effectiveness), but still more successful than the smoker's mere attempt (between 3% and 5%) or simple behavioral therapy (with similar rates of about 4%, with slight increases) with the latter two presenting zero risk. Thus, Second Generation Non-Heat Nicotine Products (Snus and Nicotine Pouches) are slightly riskier than NRT (being between 95% and 98% less hazardous to health

than regular tobacco, being Nicotine Pouches healthier than Snus) but more effective as a way to quit smoking (with rates of around 8.7% to 12.4%), either as an intermediate step to quitting altogether or as a way to stay quit and in some specific cases evidence suggests that Nicotine Pouches are just as safe as NRT. In parallel, VPs have only slightly higher levels of health risk than Second Generation Products (approximately 95% less than tobacco) but much better quit rates (between 9% and 18% of those who try using nicotine versus 7% without) and appear not to be associated with higher risks of respiratory diseases such as COVID-19. In turn, HTPs, although only slightly riskier than VPs (with a reduction of about 90% to 95% compared to regular tobacco) are believed to have high rates of effectiveness in smoking cessation, avoiding relapse and, in some more demanding cases, helping people who need to switch from smoking to a product less harmful to their health but similar in aspects related to smoking practices and characteristics (although there are still no studies to prove it).

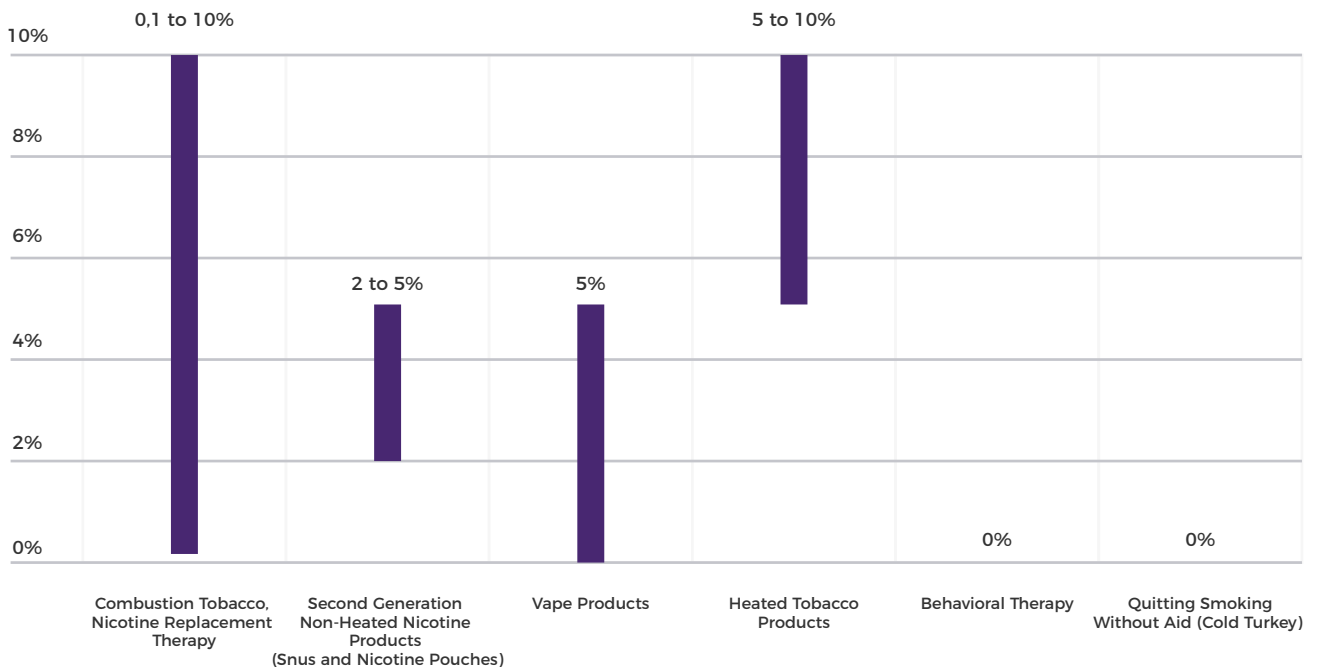
Because of the great effectiveness in quitting smoking, the diversity of alternatives and the low risks they offer, we consider that Vape Products, Heated Tobacco Products,

“...Vape Products, Heated Tobacco Products, Snus and Nicotine pouches are the best available alternatives.”

Snus and Nicotine pouches are the best available alternatives. Thus, in the current index we will focus on these products, leaving aside NRTs which, in general terms, are widely available, allowed in regulatory terms and have a substantially lower rate of effectiveness as smoking cessation mechanisms.

Harm to health caused by the products

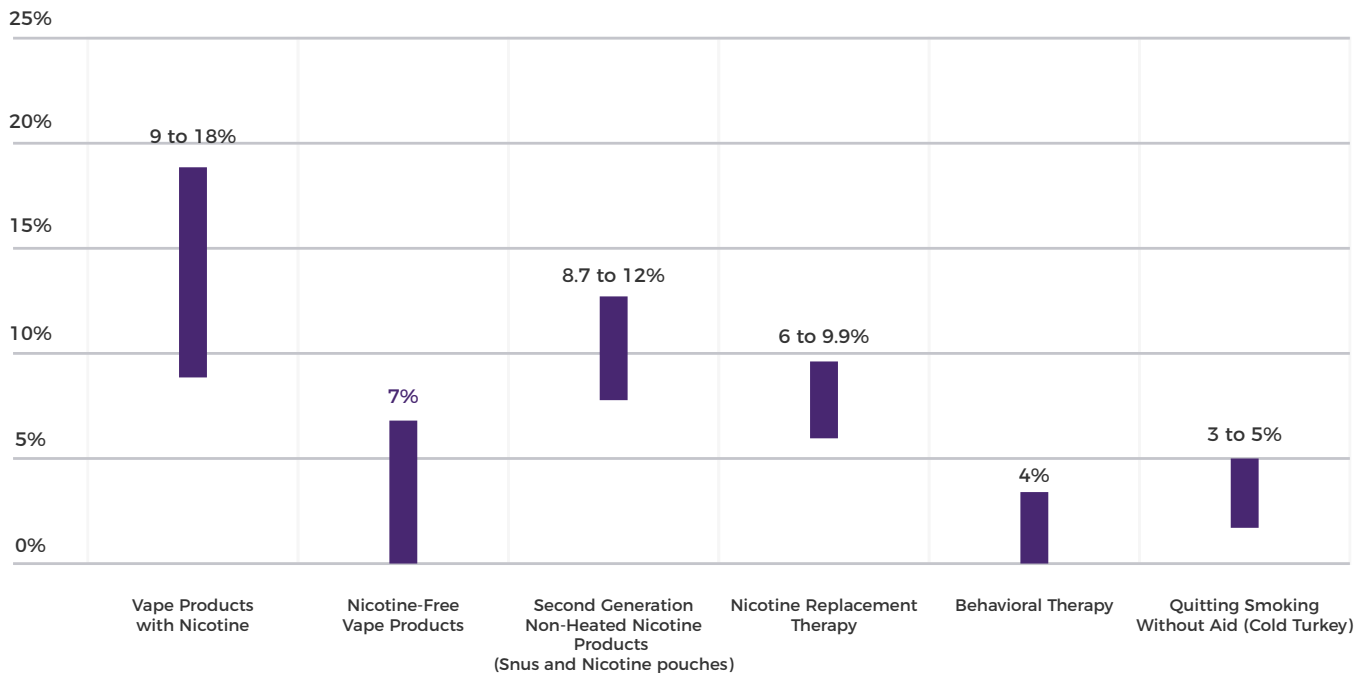
Percentage estimated as a proportion of the harm caused by combustion tobacco.



Compiled by the authors based on data from different studies published by Knowledge-Action-Change, The Cochrane Library, National Center for Biotechnology Information of the U.S. National Library of Medicine, Springer Nature, European Respiratory Journal, Cambridge University Press and News Medical.

Effectiveness as a Smoking Cessation Mechanism

Success rates calculated on the total number of users attempting to quit combusted tobacco differentiated by method and non-combusted product.



Compiled by the authors based on data from different studies published by Knowledge-Action-Change, The Cochrane Library, National Center for Biotechnology Information of the U.S. National Library of Medicine, Springer Nature, European Respiratory Journal, Cambridge University Press and News Medical.

Findings and Results

Main Findings

In this section we will analyze the results of the index. We will then make a list of public policy recommendations, in part based on the science on the subject, but particularly oriented to the specificities that we have detected as shortcomings in the cases studied. The methodology is described in the penultimate section, which is followed by the annex corresponding to the data used and the fact sheets for each country.

Although the description of the method used to weight, qualify and compute the values and statistics by product and by category are specified in the methodological section, it should be noted that while the value of a country's score (either overall or by product) indicates its status in relation to a theoretical standard, its position in a ranking indicates a relative situation with respect to the rest of the cases studied. It is important to remember that, in both cases, higher values reflect a more favorable situation, while lower values reflect a less advantageous situation (the score values range from a minimum of 0 to a maximum of 90, and the position in the ranking from 1 to 59). Thus, the low toxicity and high effectiveness rates of the products imply that, although good regulation has scored better, the lack of regulation in some countries has had a positive impact on certain categories analyzed. However, as detailed in the methodology, the importance of the existence of a specific regulatory approach to each product has been emphasized through a better score in comparison with other categories. In turn, two general rankings have been prepared (both at global and regional level) that group together, on the one hand, countries that have at least one product addressed with a specific regulatory framework, and on the other, countries that do not have specifically regulated products. Of the 59 countries, 49 meet the conditions of the first group and the remaining 10 meet the conditions of the second group.

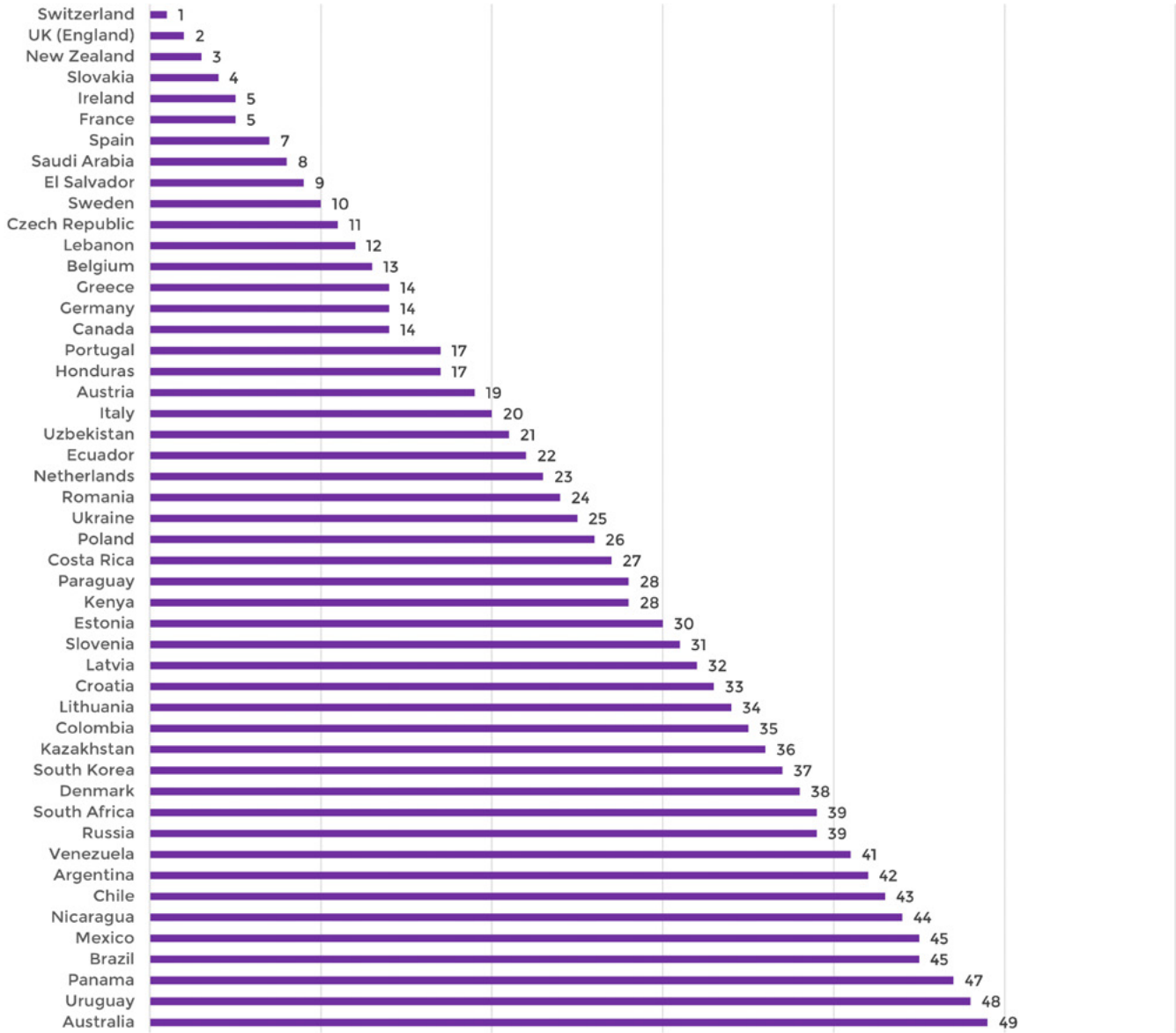
As for the analysis, there are two methodological decisions that will be detailed later, but it is worth partially anticipating them. First, since practically all of what was studied in the index corresponds to binary categorical variables (two situations in which a government policy or regulation fell in comparison with an aspect of a

product that could be evaluated as good or bad from the point of view of its impact within our theoretical framework), these had to be rated with scores (again, binary) for which criteria were established that have a degree of subjectivity in their absolute value (i.e., in the value assigned to each situation) but that respect the logic of the theoretical framework. In other words, the difficulty of not analyzing numerical data implied the challenge of assigning values (in this case higher values for the policies or situations considered as positive) to each case in order to be able to compare them in a consistent way and, although the value assigned as such may be debatable, the order between them results from a solid argumentation (that policy B is penalized with 20 points with respect to A may be debatable, but there is supported evidence that A is preferable to B). Secondly, it was necessary to establish a criterion of different relative valuation between some of the categories analyzed within the same product, and of different weighting between products for the overall index. This should reflect the relative relevance of each one, something that also involves a degree of subjectivity when defining a value, but which our methodology supports from the point of view of consumer choice.

Overall General Results

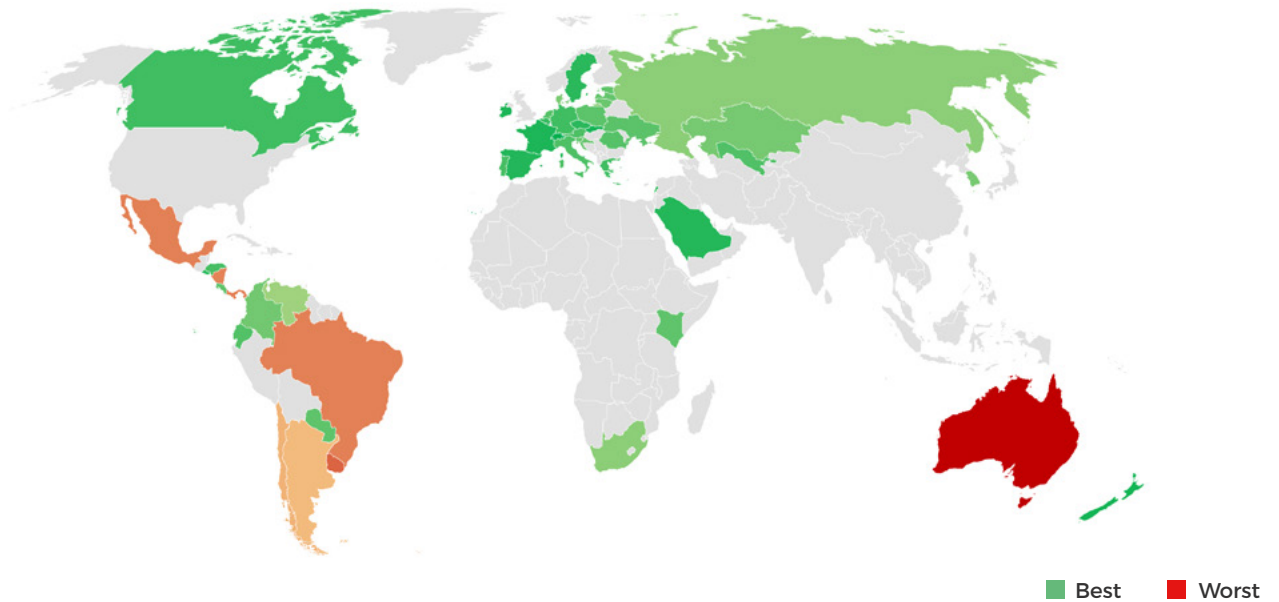
Here we can see the overall global results of the index that accounts for all 4 products and the 10 analytical categories. Very briefly, we can highlight that there are a few cases with a particularly good performance but, in general, most of the 59 nations are lagging behind the desired scenario.

General Index I-A Ranking

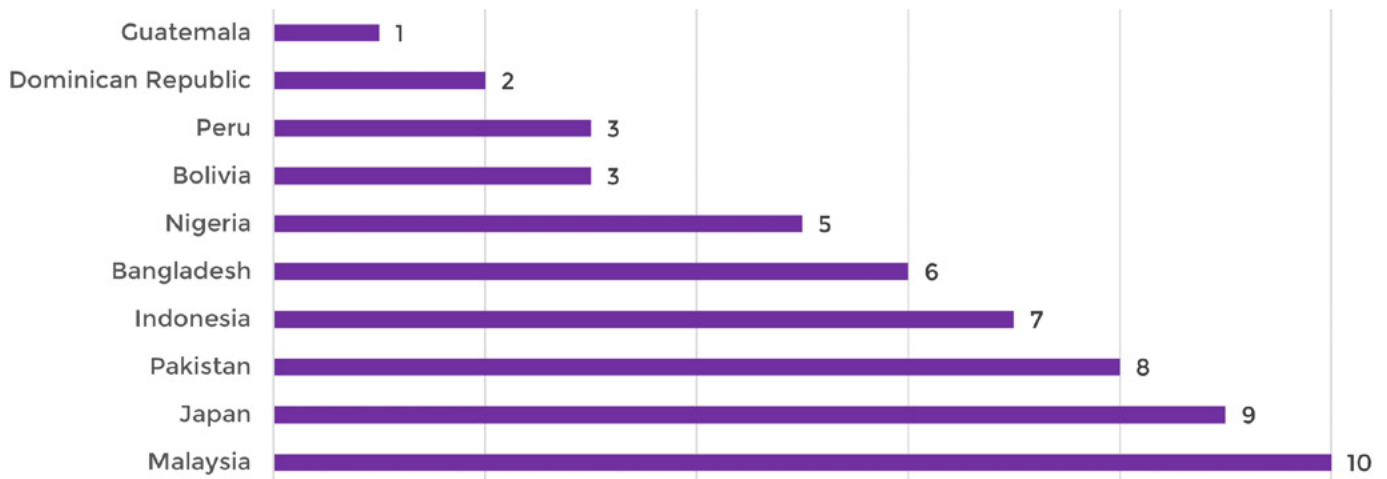


*I-A is the main ranking, corresponding to the group of countries with at least 1 regulatory framework for any product.

I-A Countries Ranking

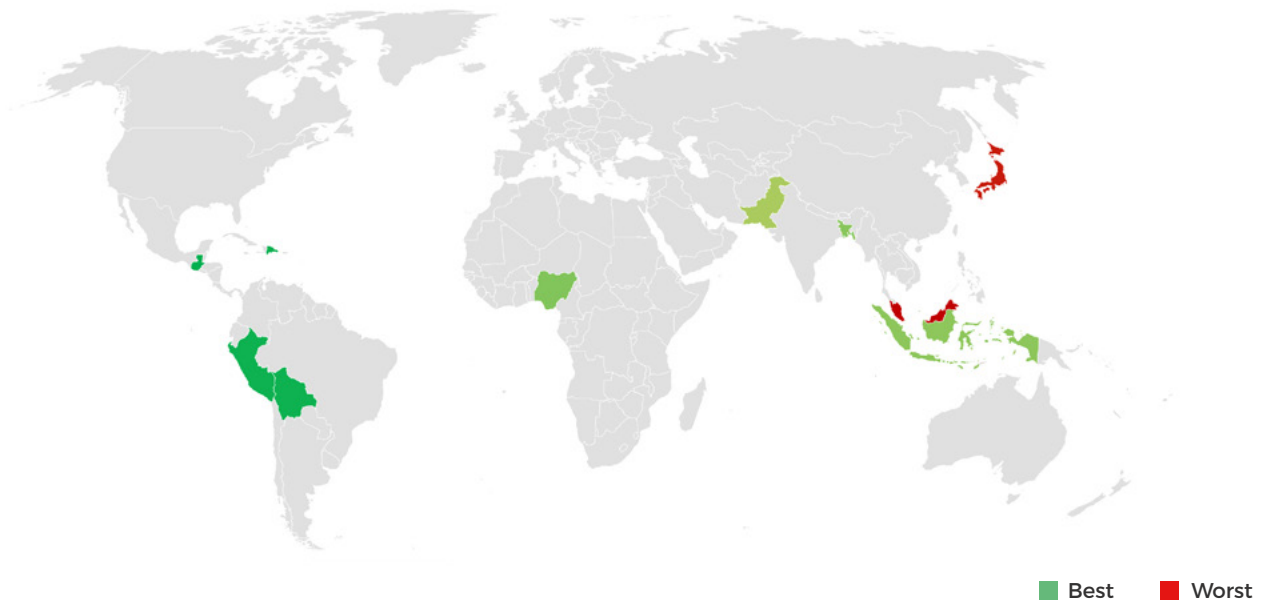


General Index I-B Ranking



*I-B corresponds to the group of countries with no regulatory framework for any product.

I-B Countries Ranking



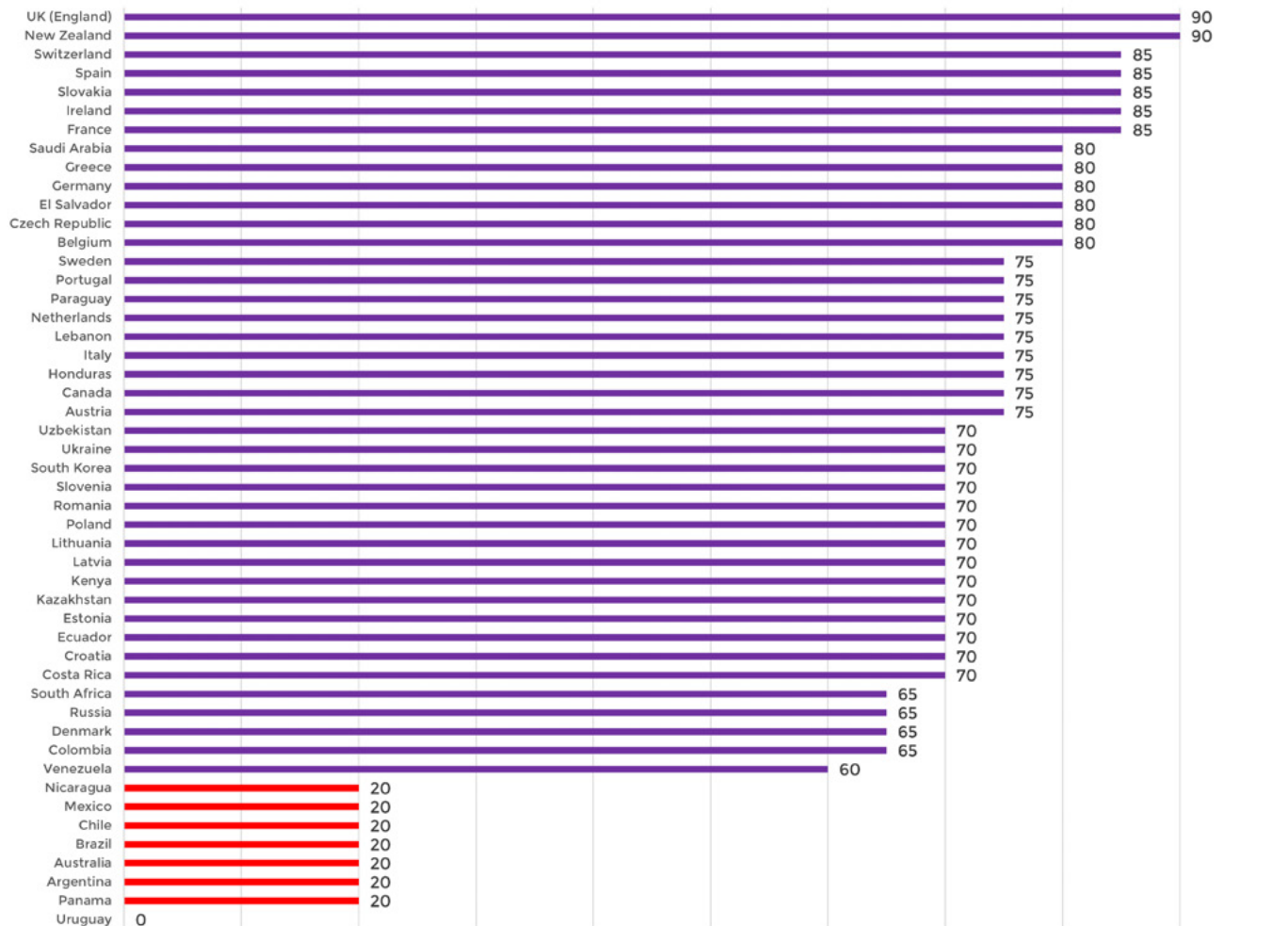
Global Thematic Results

This section has global information differentiated by product and by category. As a summary and in relation to the products, Vape Products and Heated Tobacco Products are in a better relative position with respect to Nicotine Pouches and Snus, where the latter is very much affected by the almost general ban in Europe. As for the policies on each category, the main issue is found in Promoting Tobacco Harm Reduction, followed by Taxation, Packaging,

Online Sales, Advertising and Regulatory Framework. In that order, it is followed by the categories of Display, Retail Availability, Flavors and, lastly, Banning. It should be noted that, for the overall scores and rankings (considering all products), the criterion of dividing the countries into the two previously mentioned groups was used, while for other comparisons, for example, between individual products, no divisions have been made.

Values of countries by Product

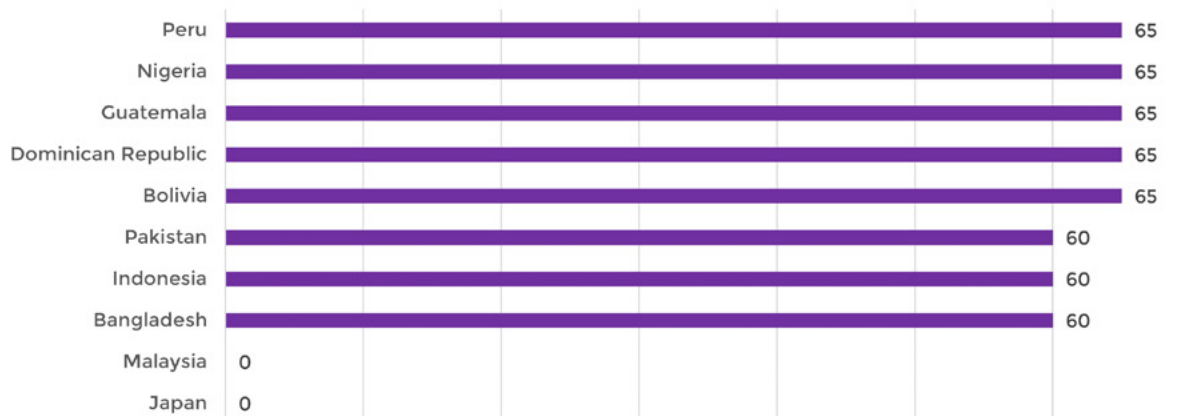
Vape Products I-A Global Values



*Red bars mean that the product is banned in the country.

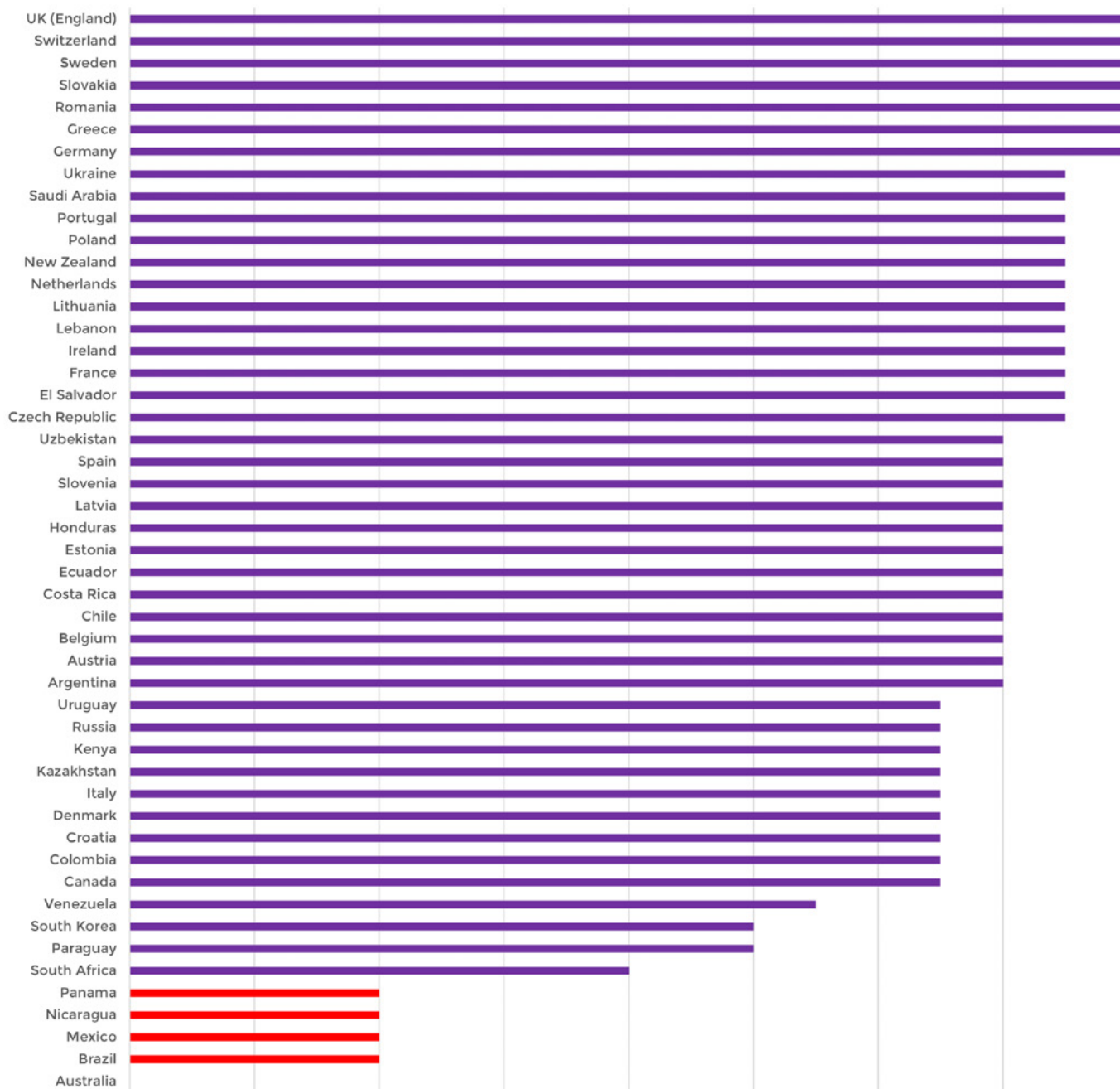
*I-A is the main ranking, corresponding to the group of countries with at least 1 regulatory framework for any product.

Vape Products I-B Global Values



*I-B corresponds to the group of countries with no regulatory framework for any product.

Heated Tobacco Products I-A Global Values



*Red bars mean that the product is banned in the country.

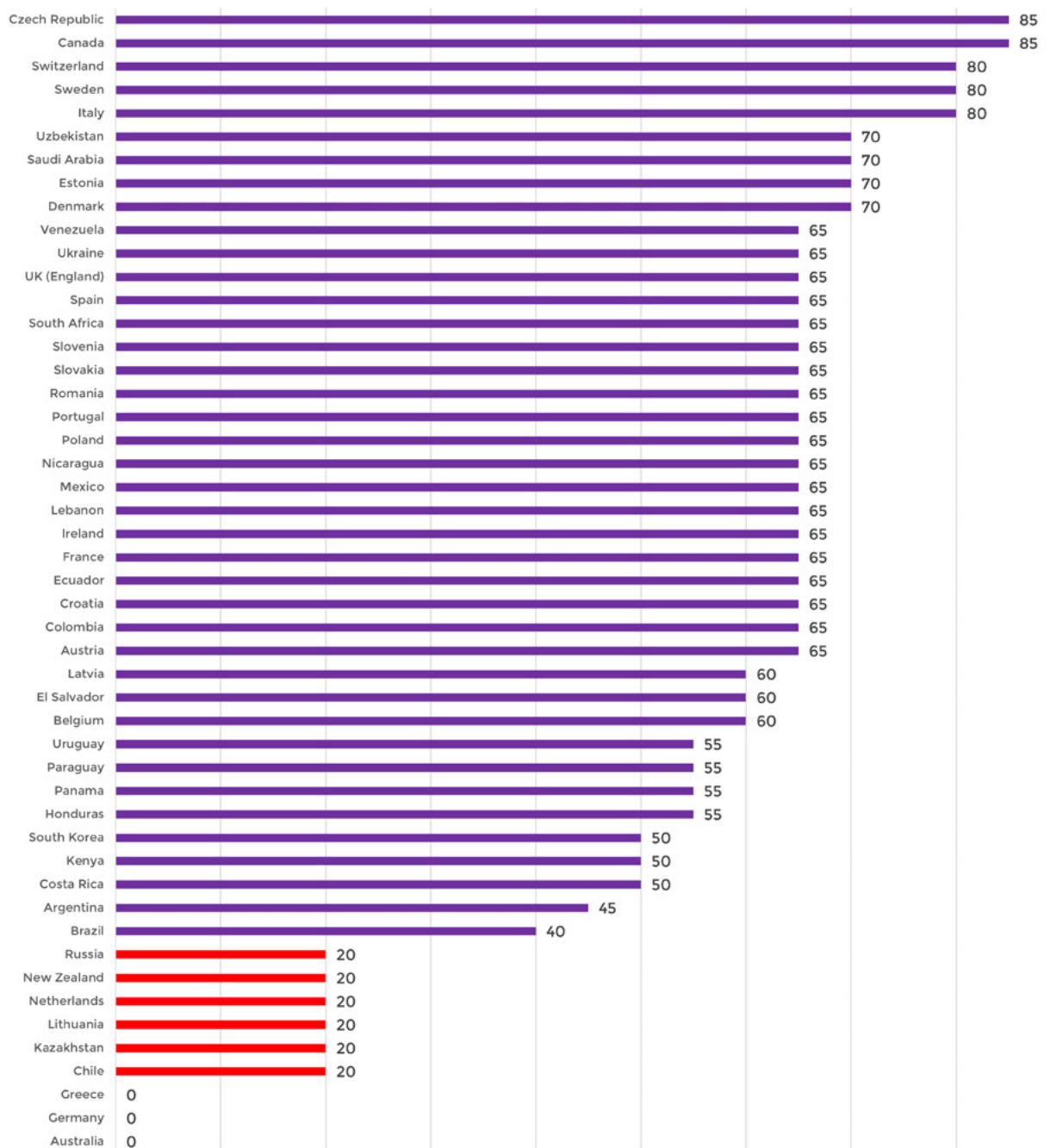
*I-A is the main ranking, corresponding to the group of countries with at least 1 regulatory framework for any product.

Heated Tobacco Products I-B Global Values



*I-B corresponds to the group of countries with no regulatory framework for any product.

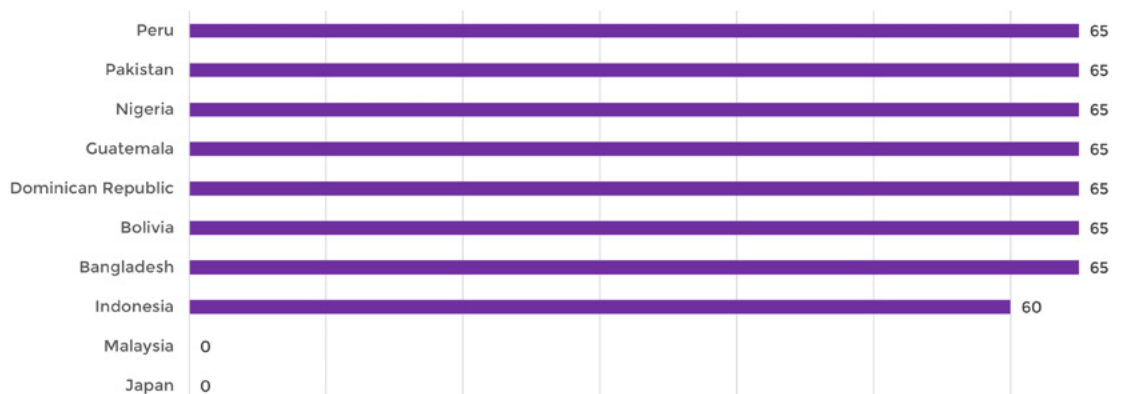
Nicotine Pouches I-A Global Values



*Red bars mean that the product is banned in the country.

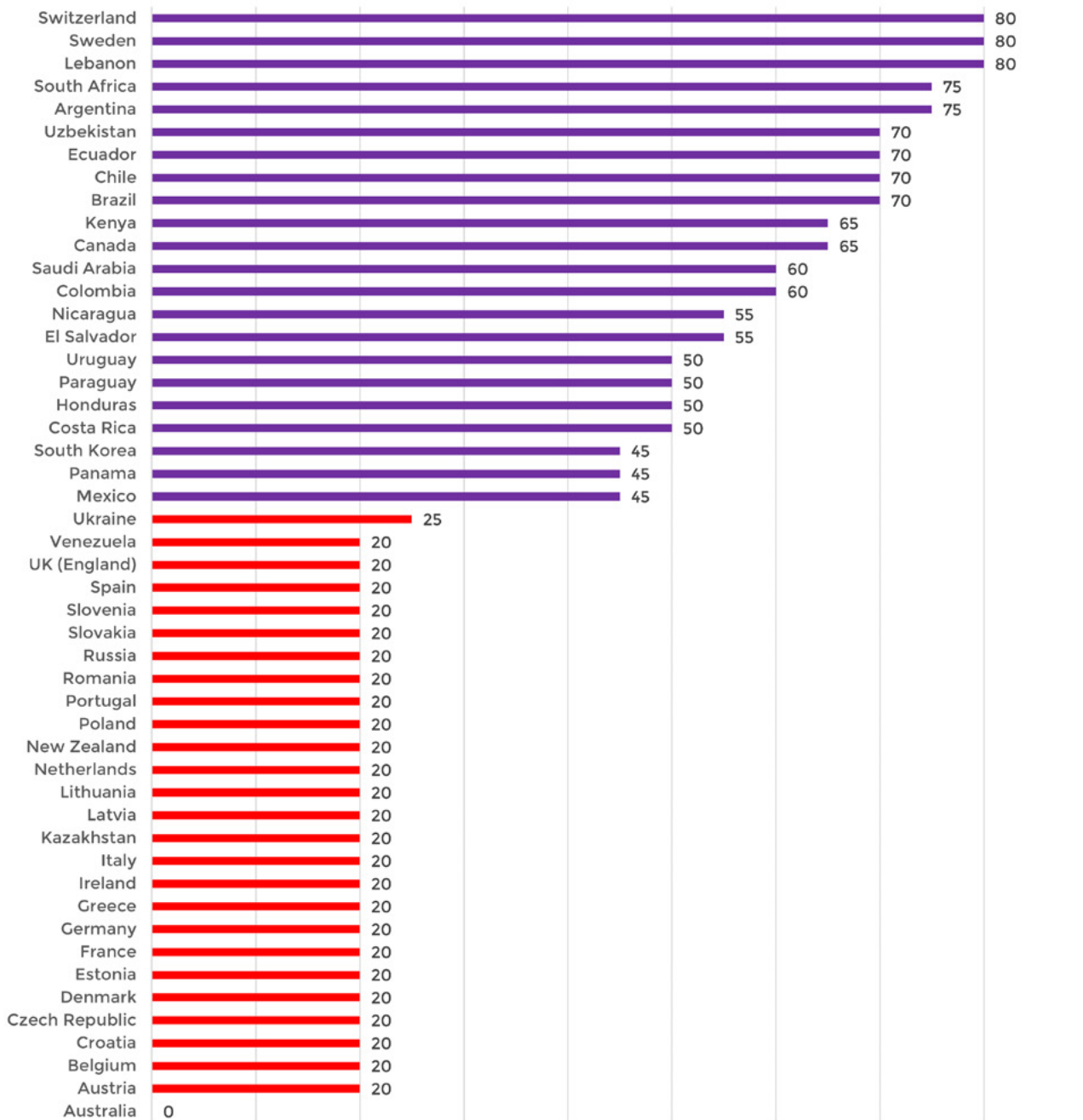
*I-A is the main ranking, corresponding to the group of countries with at least 1 regulatory framework for any product.

Nicotine Pouches I-B Global Values



*I-B corresponds to the group of countries with no regulatory framework for any product.

Snus I-A Global Values



*Red bars mean that the product is banned in the country.
 *I-A is the main ranking, corresponding to the group of countries with at least 1 regulatory framework for any product.

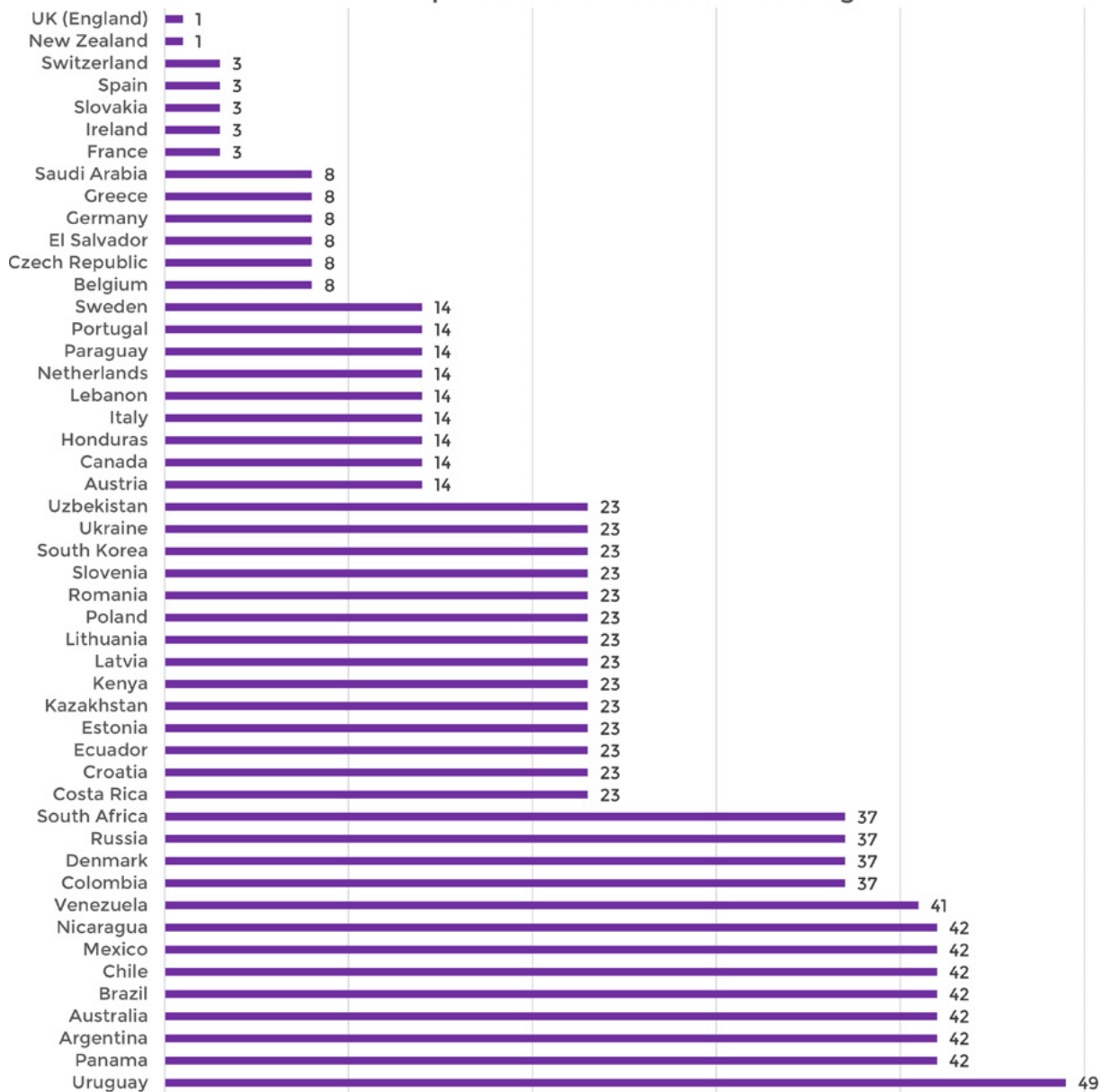
Snus I-B Global Values



*I-B corresponds to the group of countries with no regulatory framework for any product.

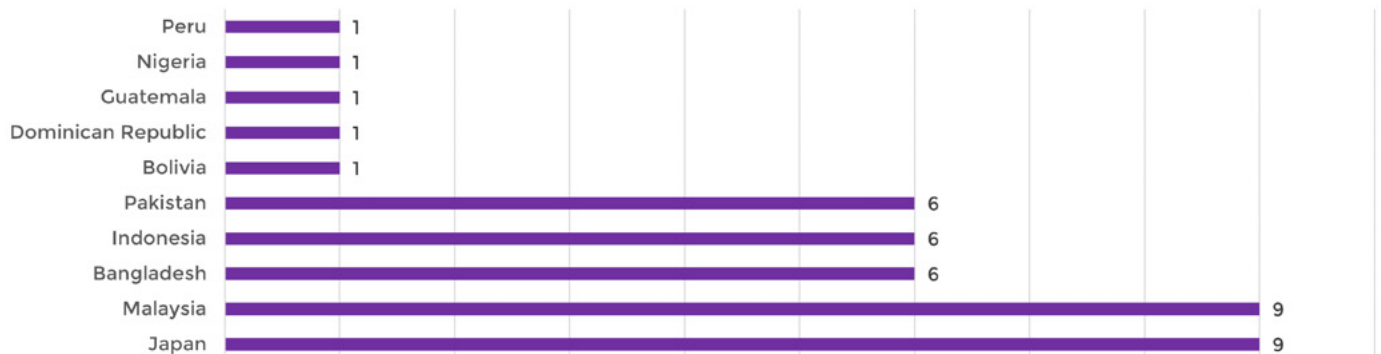
Ranking of countries by Product

Vape Product I-A Global Ranking



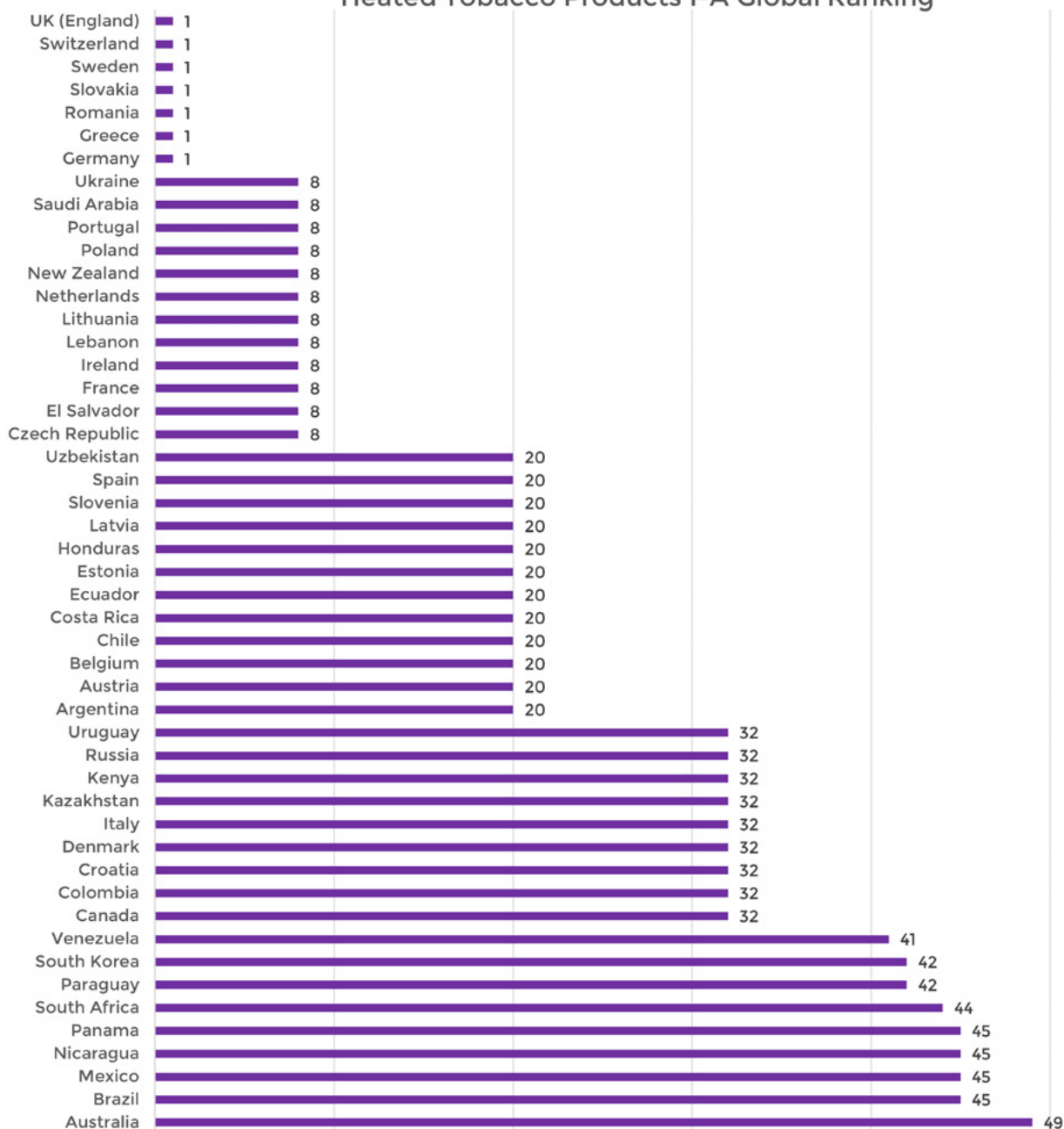
*I-A is the main ranking, corresponding to the group of countries with at least 1 regulatory framework for any product.

Vape Product I-B Global Ranking



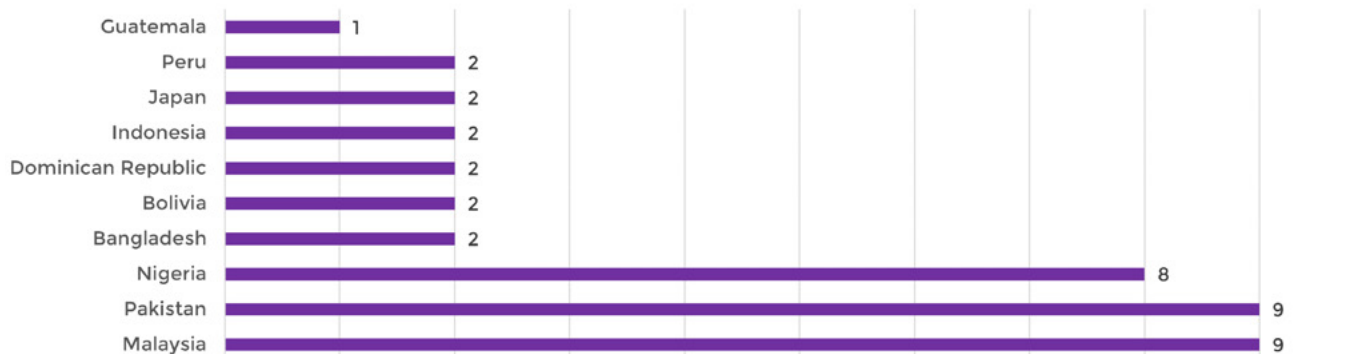
*I-B corresponds to the group of countries with no regulatory framework for any product.

Heated Tobacco Products I-A Global Ranking



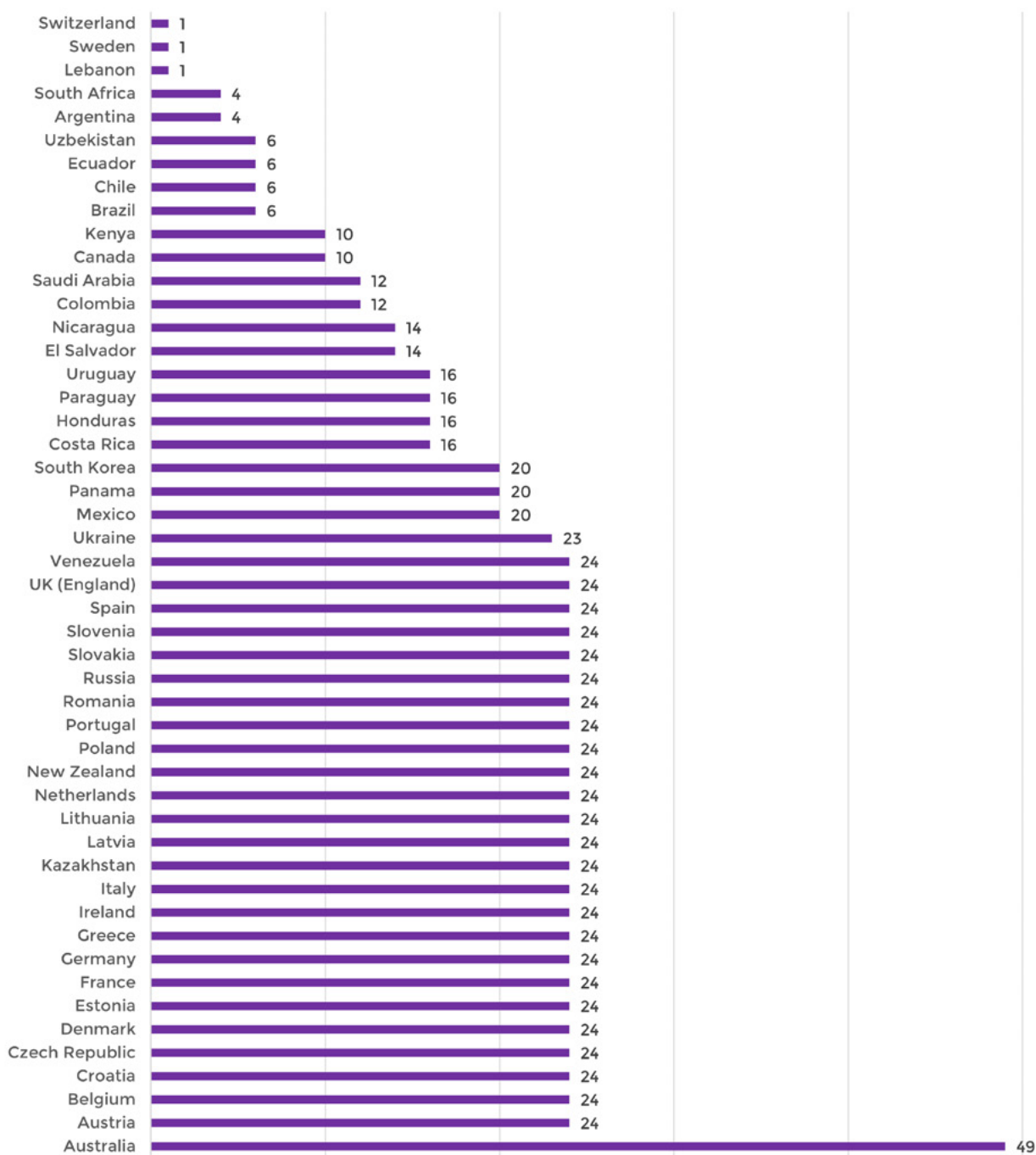
*I-A is the main ranking, corresponding to the group of countries with at least 1 regulatory framework for any product.

Heated Tobacco Products I-B Global Ranking



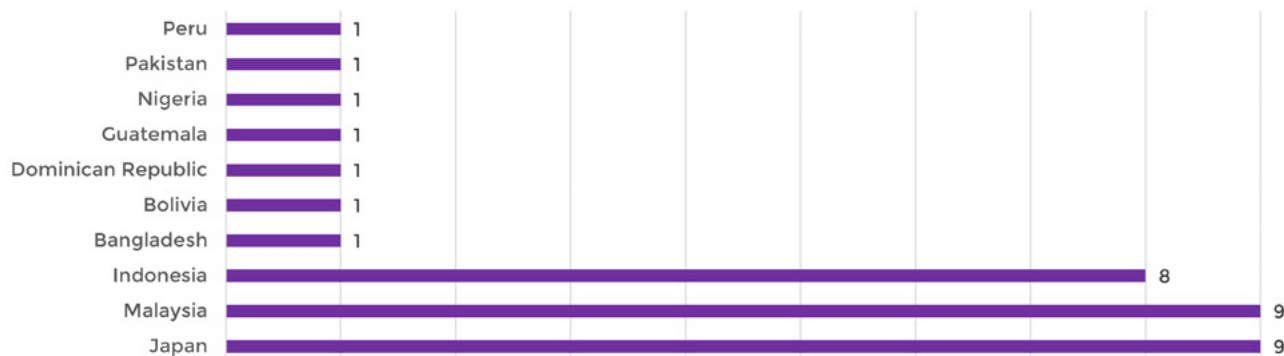
*I-B corresponds to the group of countries with no regulatory framework for any product.

Snus I-A Global Ranking



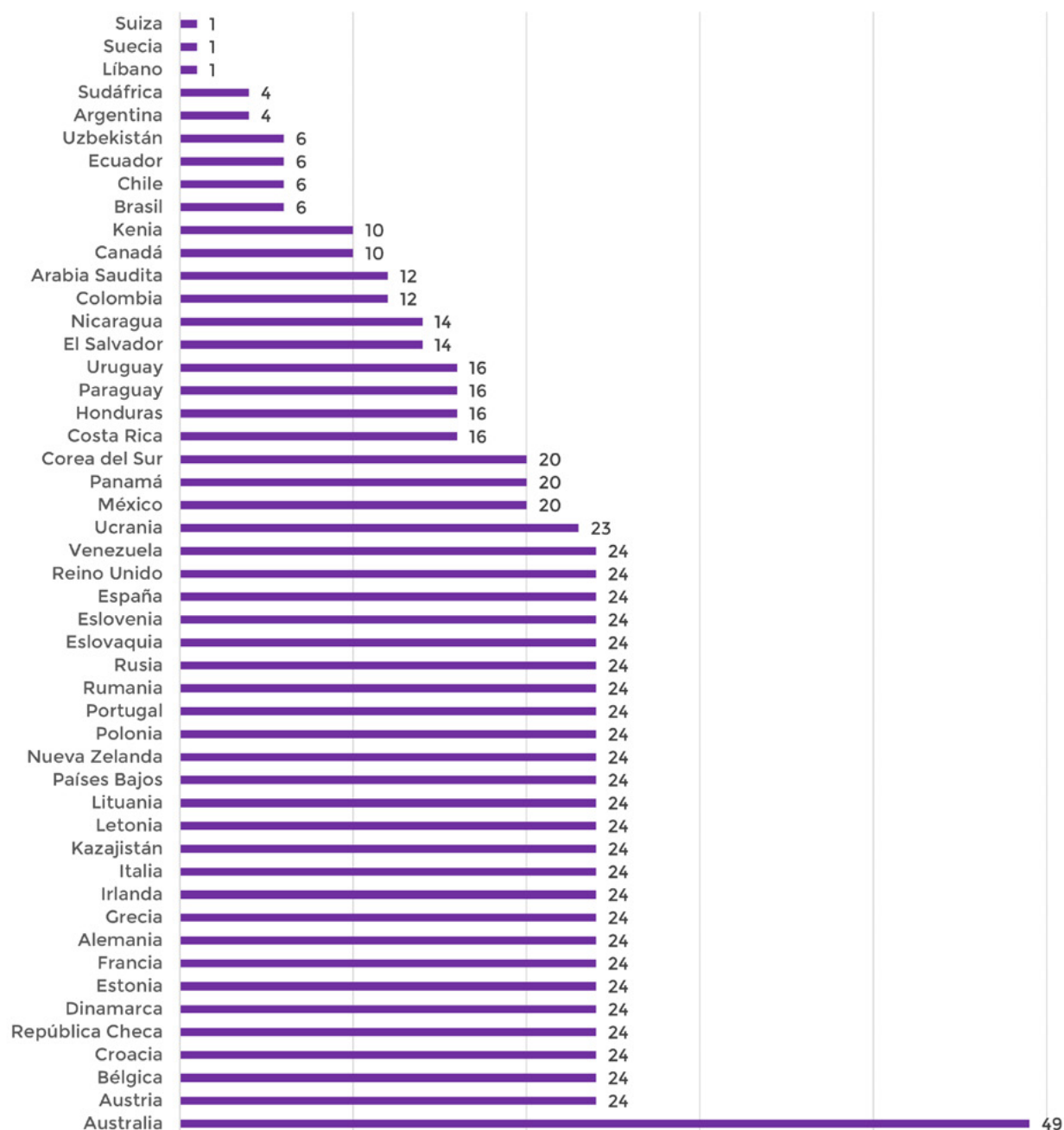
*I-A is the main ranking, corresponding to the group of countries with at least 1 regulatory framework for any product.

Nicotine Pouches I-B Global Ranking



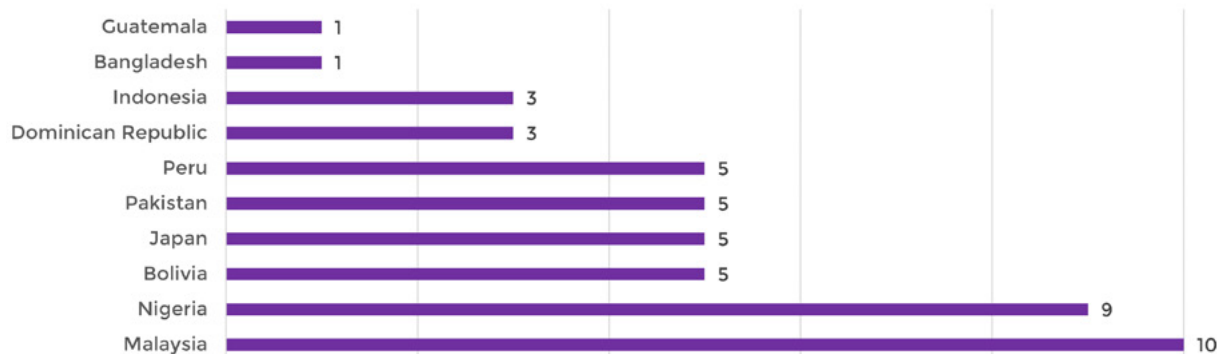
*I-B corresponds to the group of countries with no regulatory framework for any product.

Ranking Global Snus I-A



*I-A corresponde al grupo de países que contienen al menos 1 marco regulatorio para algún producto

Snus I-B Global Ranking

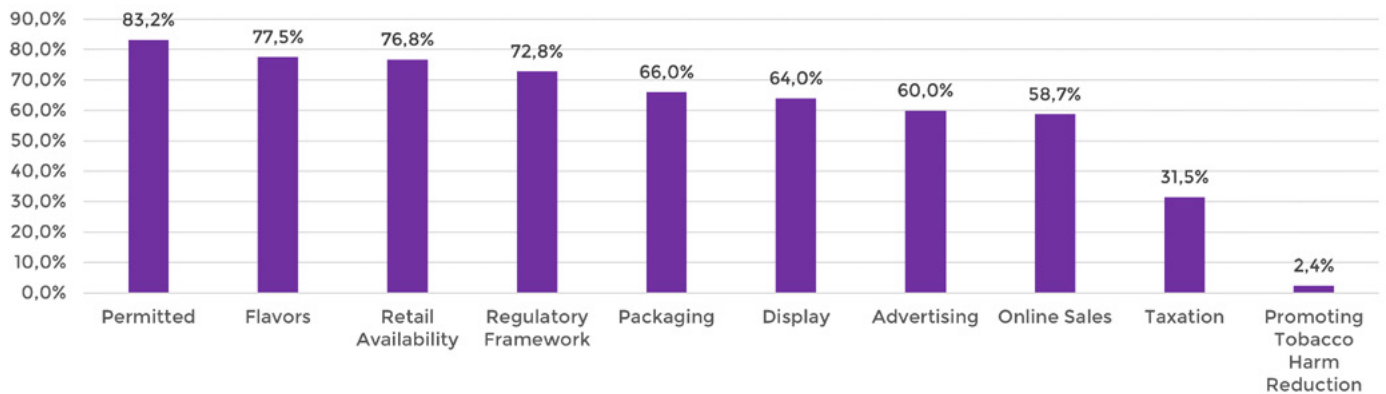


*I-B corresponds to the group of countries with no regulatory framework for any product.

Ranking of countries by Analytical Category

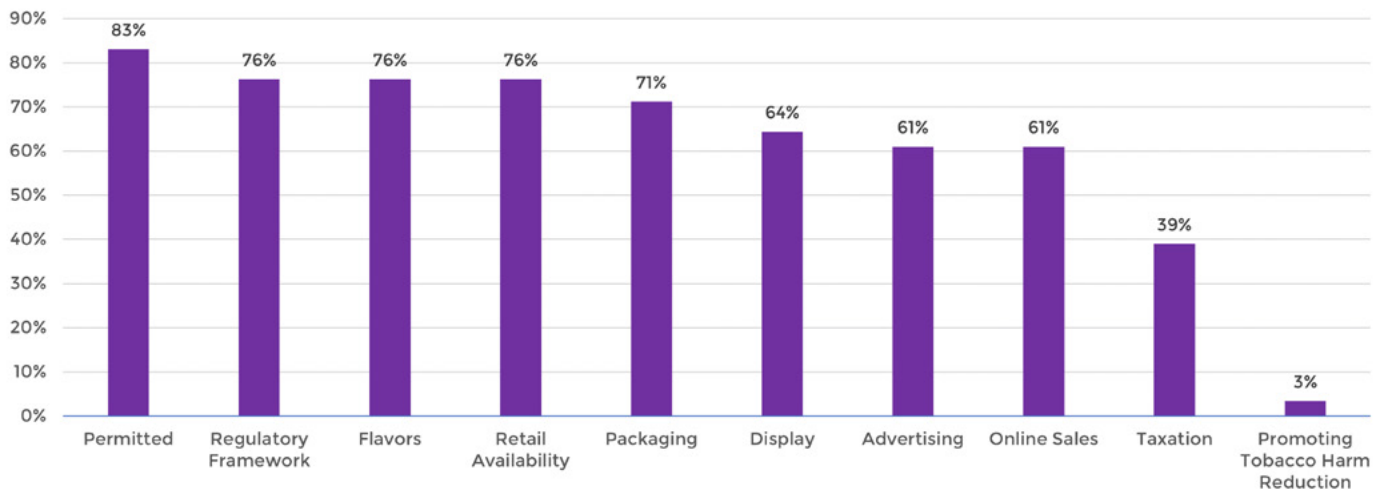
"Good Performances" are defined as meeting the criteria that are considered positive in each category analyzed (see criteria in the Methodology). For example, in the "Permitted" category, a good performance is understood as the case where commercial (non-pharmaceutical) sales are permitted. In that sense, if 80% of the countries have a "good performance" in the "Permitted" category, then 80% of the countries have commercial (non-pharmaceutical) sales permitted.

Percentage of Good Performances per Category, weighed for all Products*

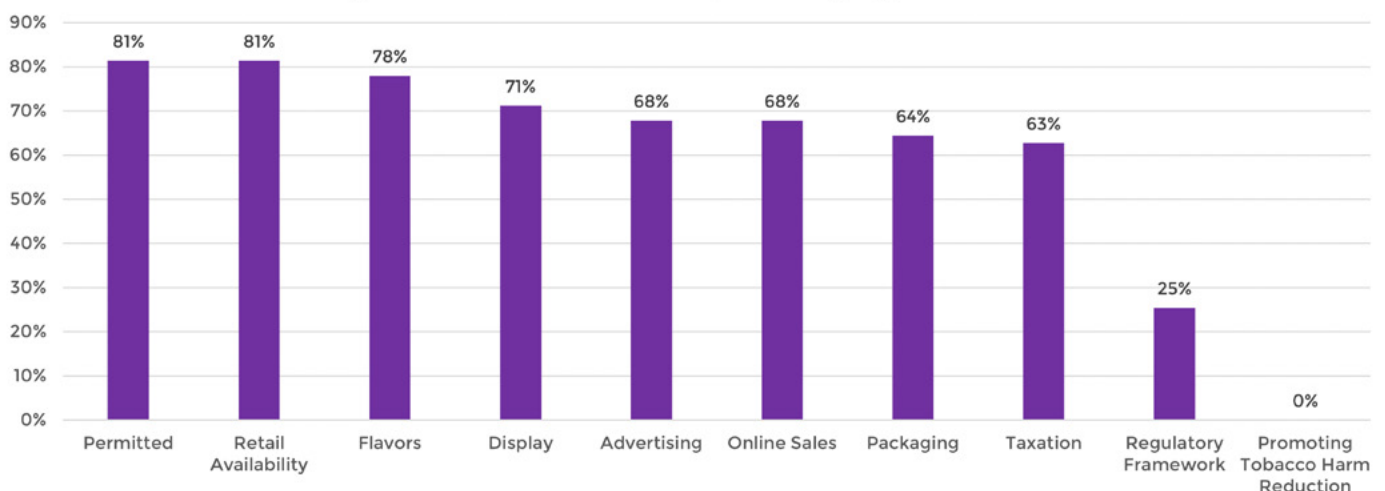


*Same weighing as the one used in the General Index, see methodology

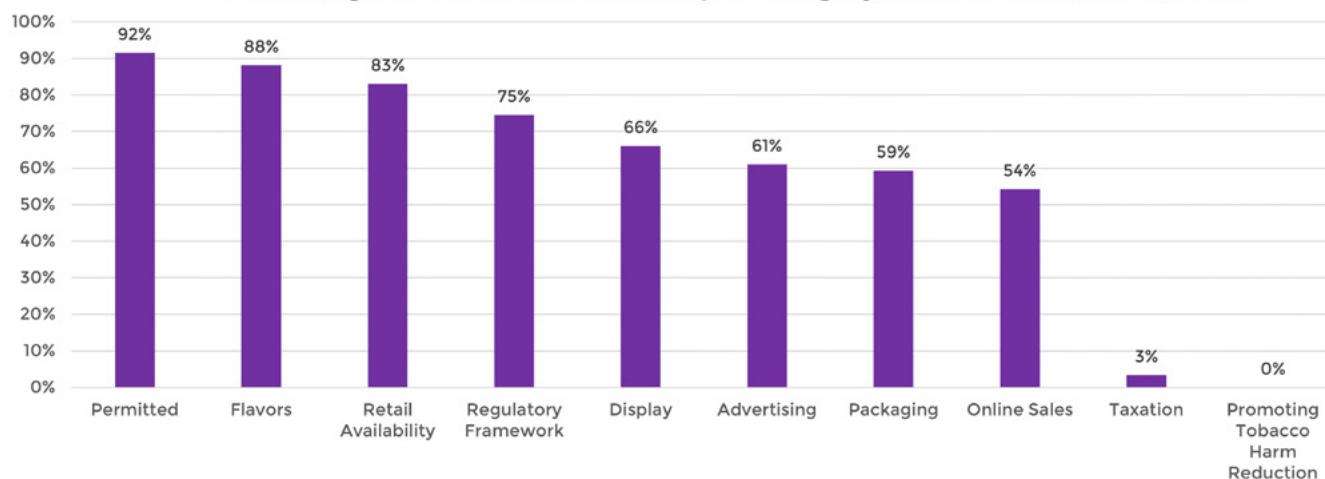
Percentage of Good Performances per Category, Vape Products*



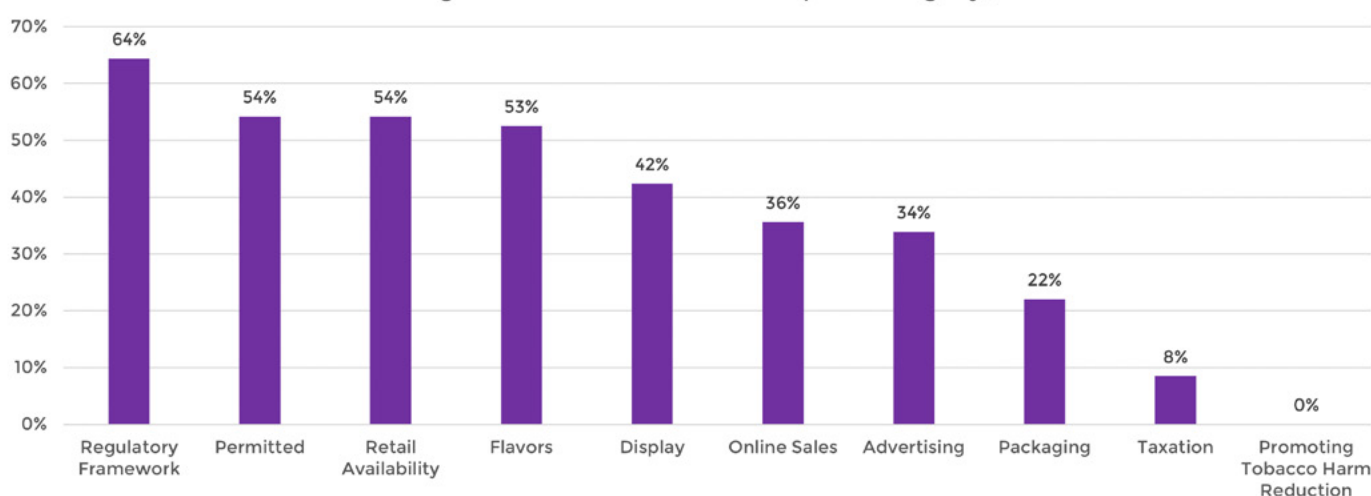
Percentage of Good Performances per Category, Nicotine Pouches*



Percentage of Good Performances per Category, Heated Tobacco Products*



Percentage of Good Performances per Category, Snus*



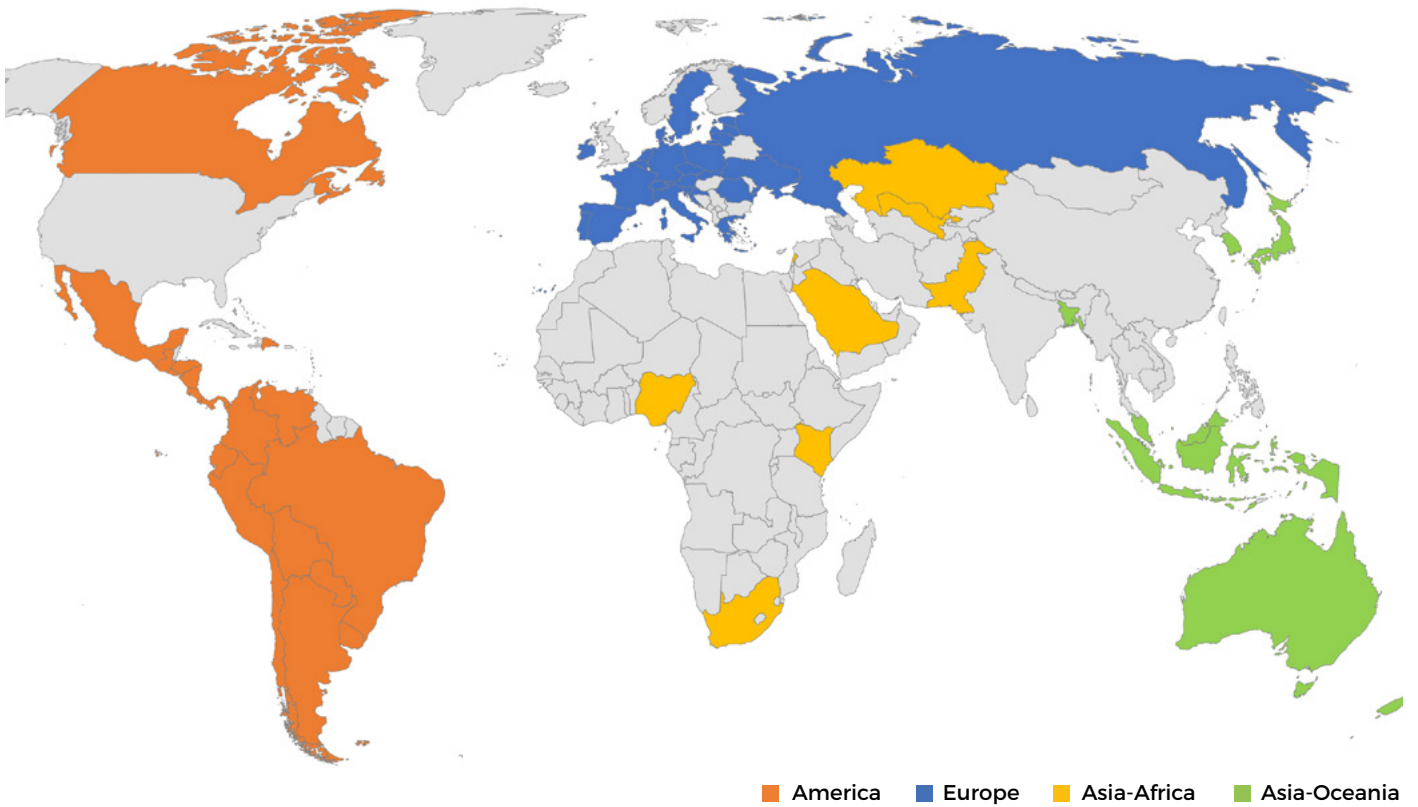
Regional Results

For the purposes of the analysis, we decided to group the countries by region, which would allow them to be evaluated among countries with equivalent characteristics and situations. To this end, regional blocks were generated by merging and dividing the UN and World Bank regional groups formed by nations with cultural and socioeconomic similarities. Thus, the 59 countries selected were reordered using these references to obtain 4 equivalent regions of between 634 and 688 million inhabitants by 2020. The blocks thus obtained were Europe (687 million inhabitants in 25 countries), the Americas (656 million inhabitants in 19 countries), Asia-Oceania (678 million inhabitants in 7 countries) and Asia-Africa (634 million inhabitants in 8 countries). This edition of the index cannot include all the countries of the planet due to the complexity and volume of the task. In particular, the USA, China and India, among other populous nations, have been left out due to their large size and subnational diversity, a complexity that would merit an analysis in itself. In some cases, such as in the United States, these countries are analyzed in other available indices. The groupings by regional blocks are detailed below:

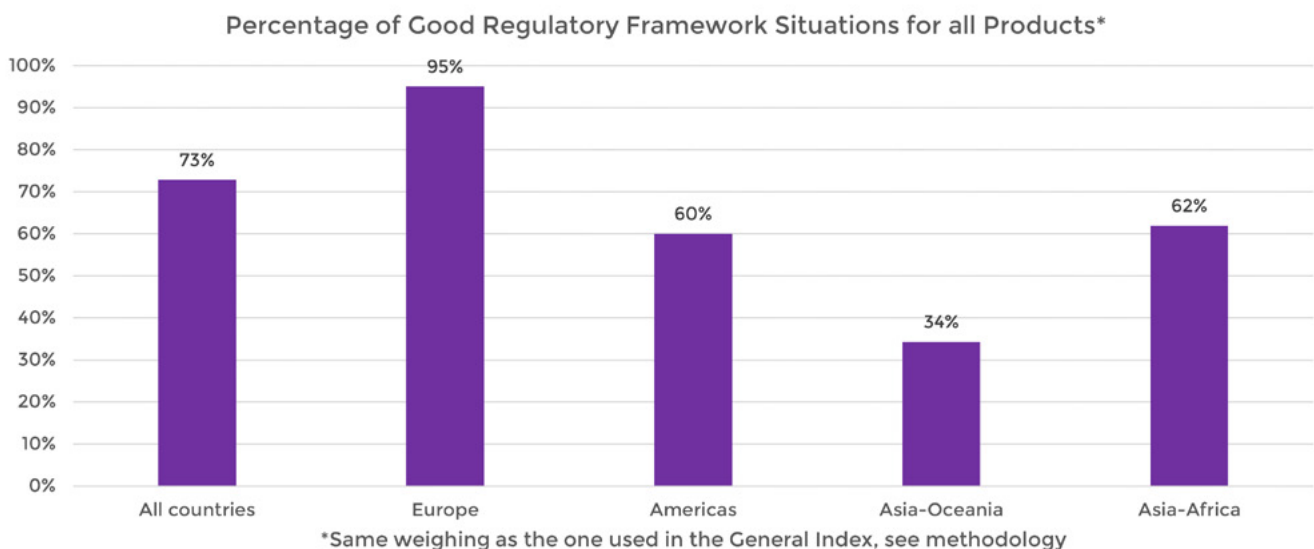
- Asia-Oceania: Japan, Australia, Malaysia, Bangladesh, Indonesia, New Zealand and South Korea.
- Asia-Africa: Uzbekistan, Kazakhstan, Kenya, South Africa, Lebanon, Saudi Arabia, Nigeria and Pakistan.
- Americas: Bolivia, Brazil, Canada, Chile, Colombia, Costa Rica, Argentina, Dominican Republic, Ecuador, El Salvador, Guatemala, Honduras, Panama, Paraguay, Peru, Mexico, Venezuela, Nicaragua and Uruguay.
- Europe: Germany, Austria, Belgium, Croatia, Czech Republic, Denmark, Spain, Estonia, France, Greece, Ireland, Italy, Sweden, Switzerland, Ukraine, United Kingdom, Poland, Portugal, Romania, Russia, Latvia, Lithuania, Netherlands, Slovakia and Slovenia.

Globally, the 59 countries studied will accumulate a population of more than 2,657 million inhabitants by 2020, out of a total of 7,753 million worldwide (representing 34.27% of the total).

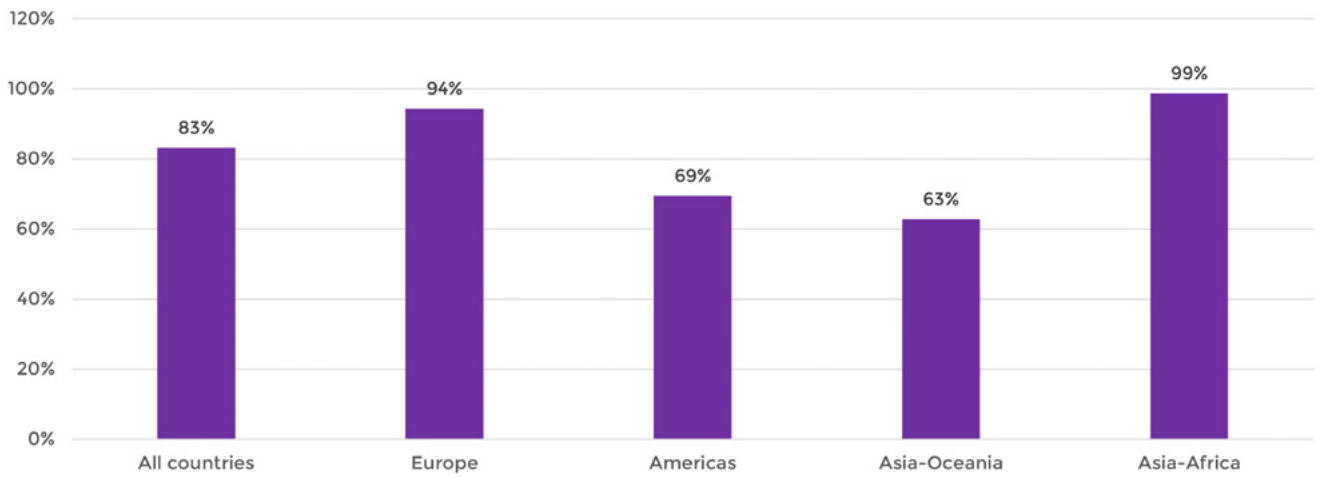
Regions



"Good Performances" are defined as meeting the criteria that are considered positive in each category analyzed (see criteria in the Methodology). For example, in the "Permitted" category, a good performance is understood as the case where commercial (non-pharmaceutical) sales are permitted. In that sense, if 80% of the countries have a "good performance" in the "Permitted" category, then 80% of the countries have commercial (non-pharmaceutical) sales permitted.

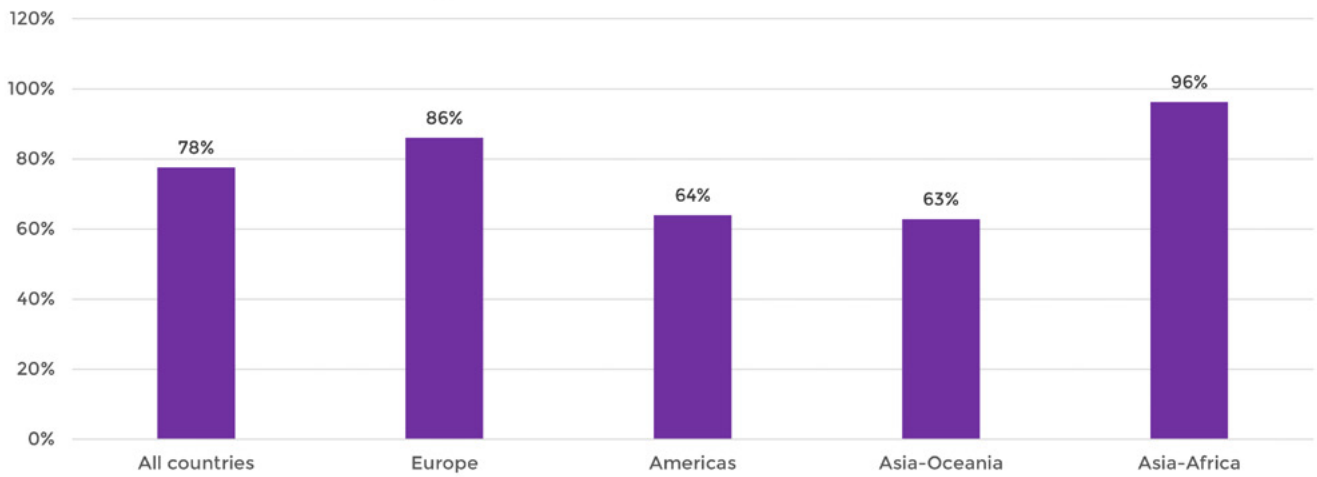


Percentage of Good Permitted Situations for all Products*



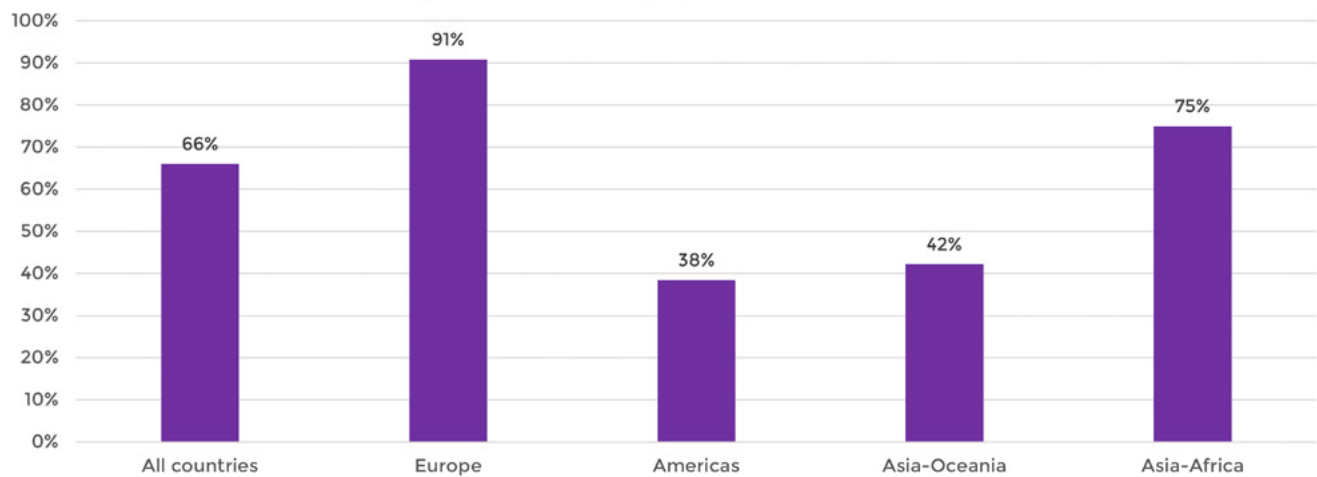
*Same weighing as the one used in the General Index, see methodology

Percentage of Good Flavors Situations for all Products*



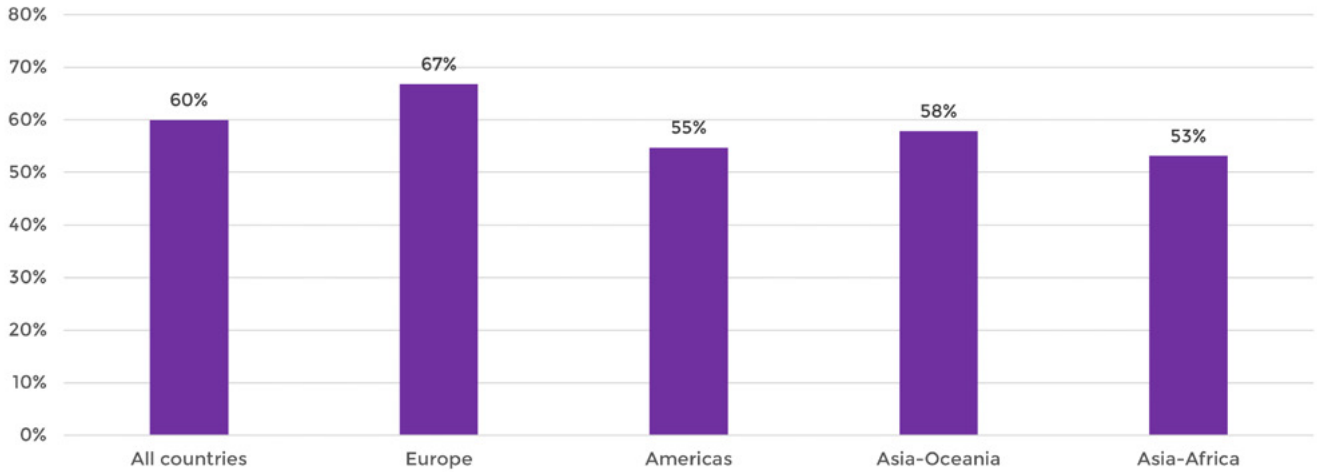
*Same weighing as the one used in the General Index, see methodology

Percentage of Good Packaging Situations for all Products*



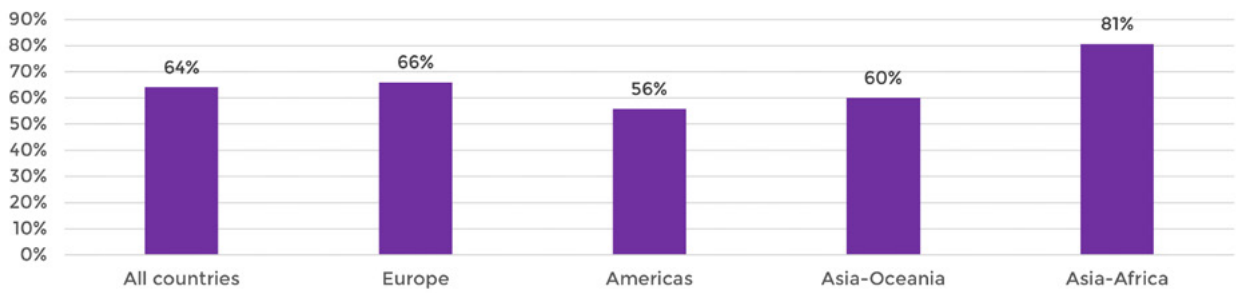
*Same weighing as the one used in the General Index, see methodology

Percentage of Good Advertising Situations for all Products*



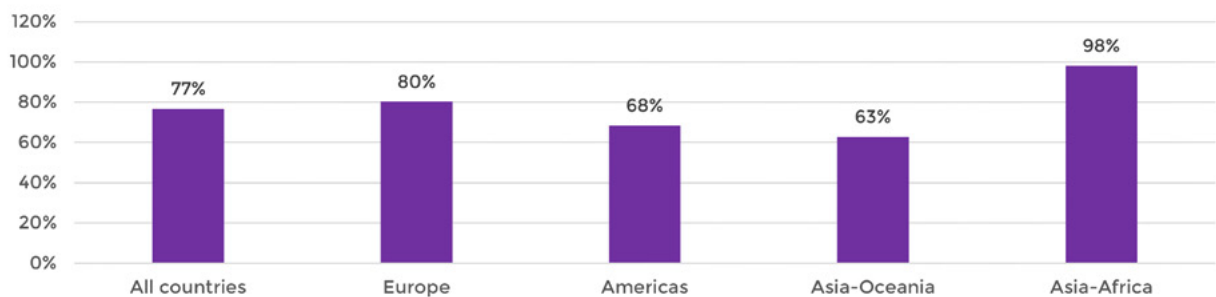
*Same weighing as the one used in the General Index, see methodology

Percentage of Good Display Situations for all Products*



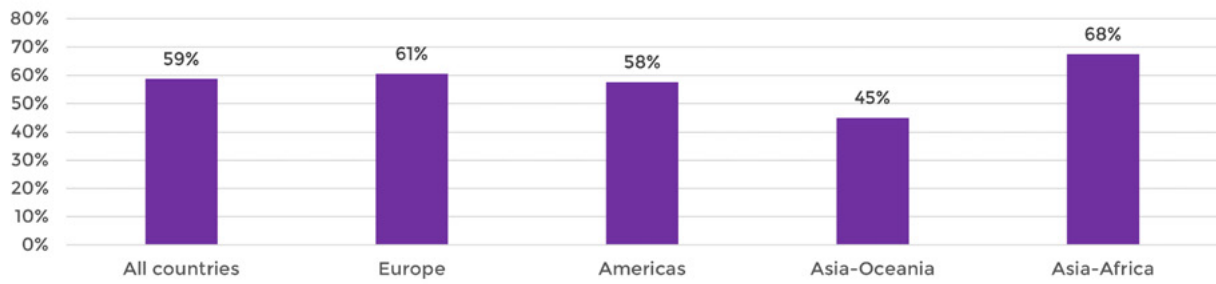
*Same weighing as the one used in the General Index, see methodology

Percentage of Good Retail Availability Situations for all Products*



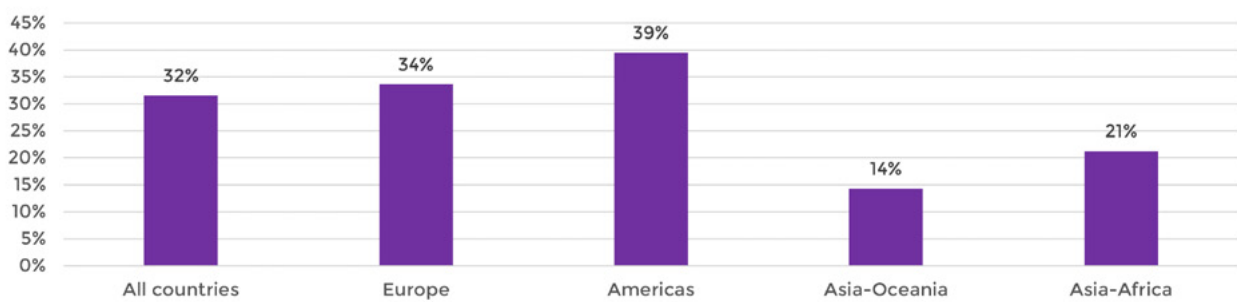
*Same weighing as the one used in the General Index, see methodology

Percentage of Good Online Sales Situations for all Products*



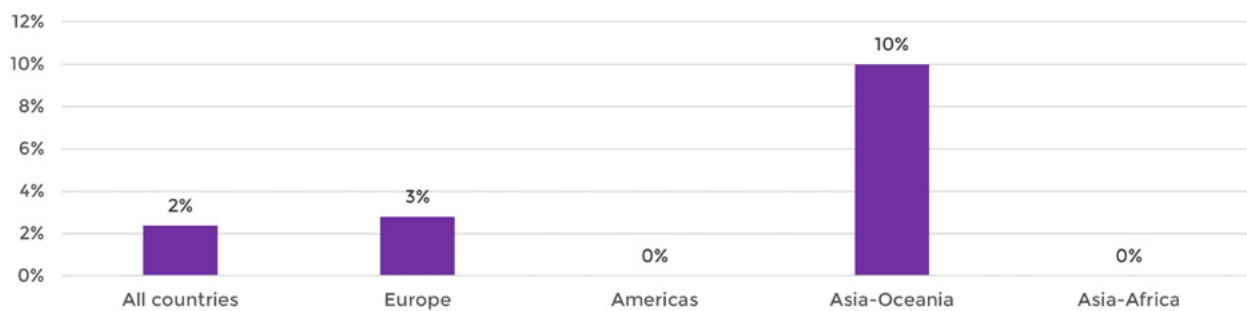
*Same weighing as the one used in the General Index, see methodology

Percentage of Good Taxation Situations for all Products*



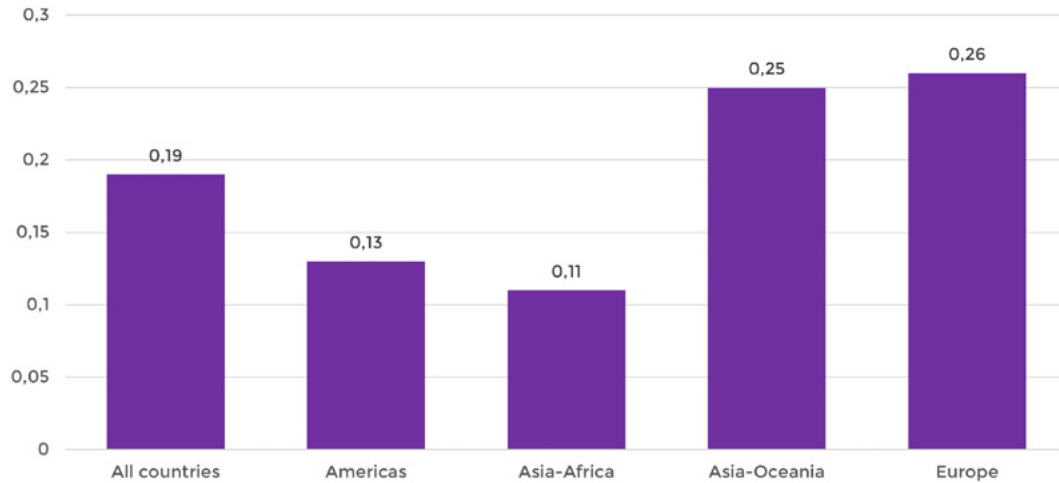
*Same weighing as the one used in the General Index, see methodology

Percentage of Good Promoting Tobacco Harm Reduction Situations for all Products*

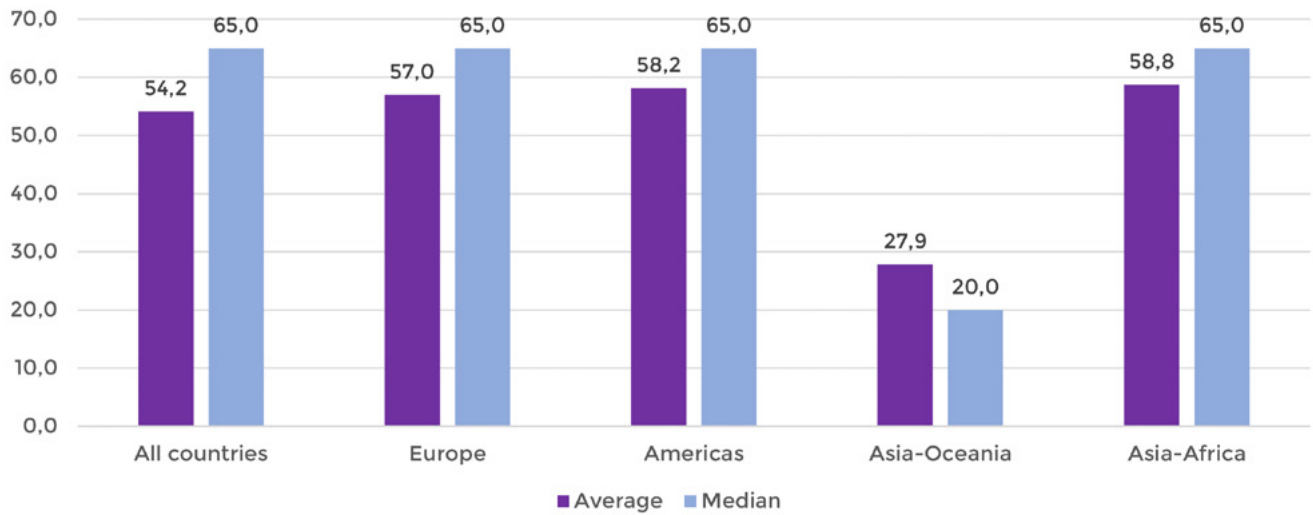


*Same weighing as the one used in the General Index, see methodology

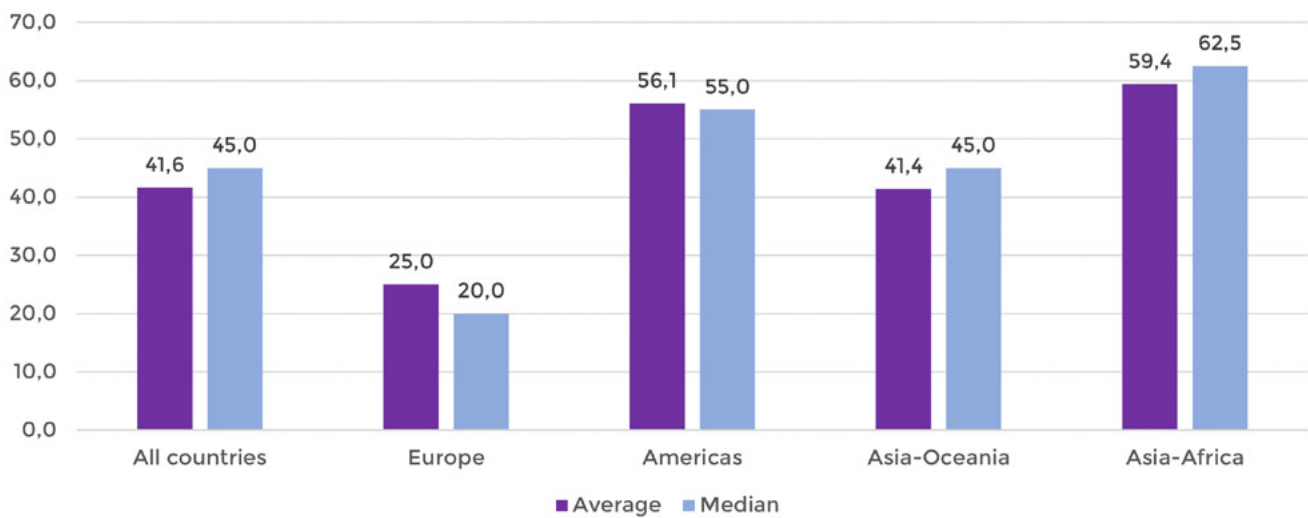
Daily smoking prevalence (2012)



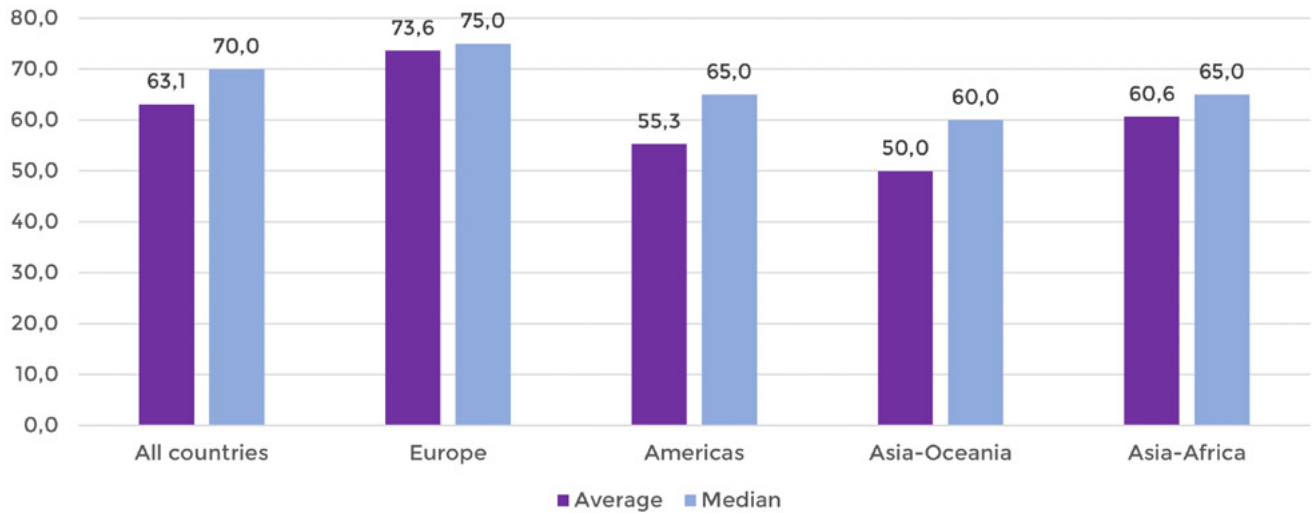
Nicotine Pouches Values



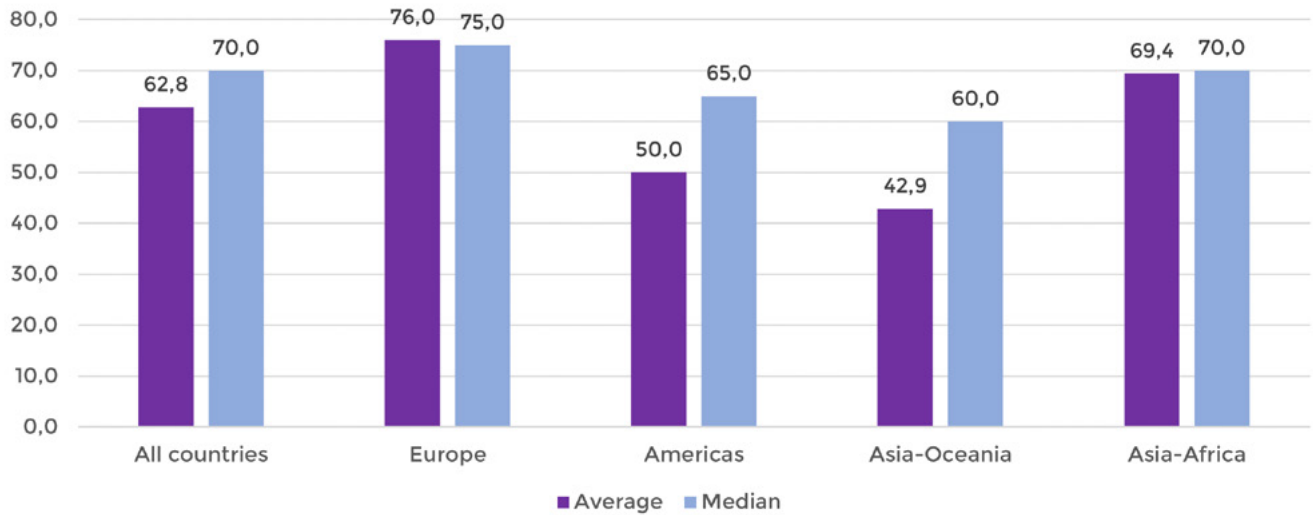
Snus Values



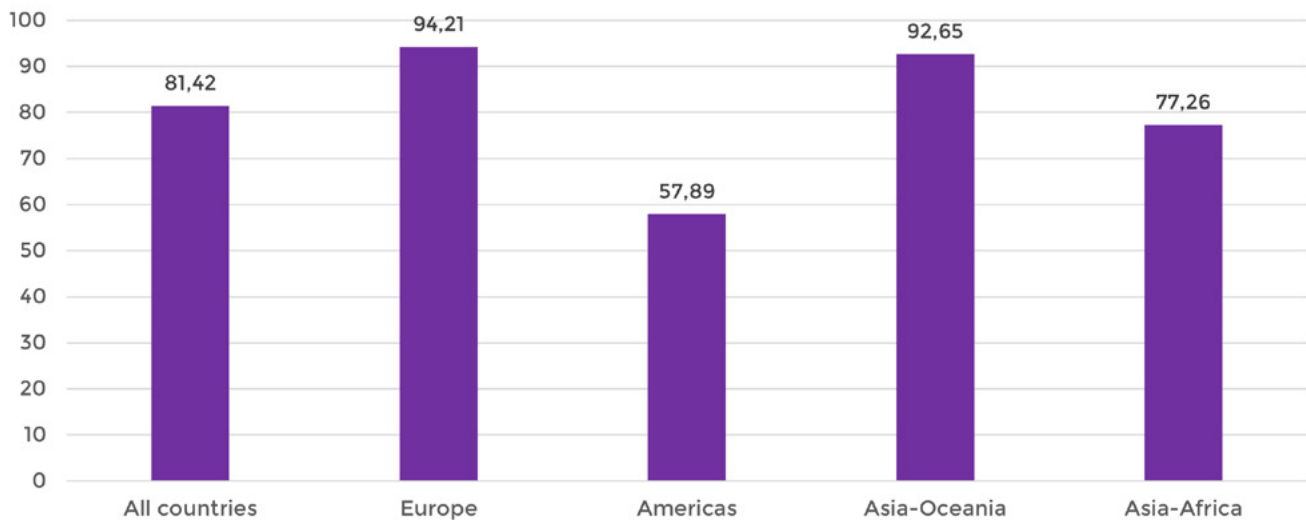
Heated Tobacco Products Values



Vape Product Values



Smoking Mortality Rate (2019)

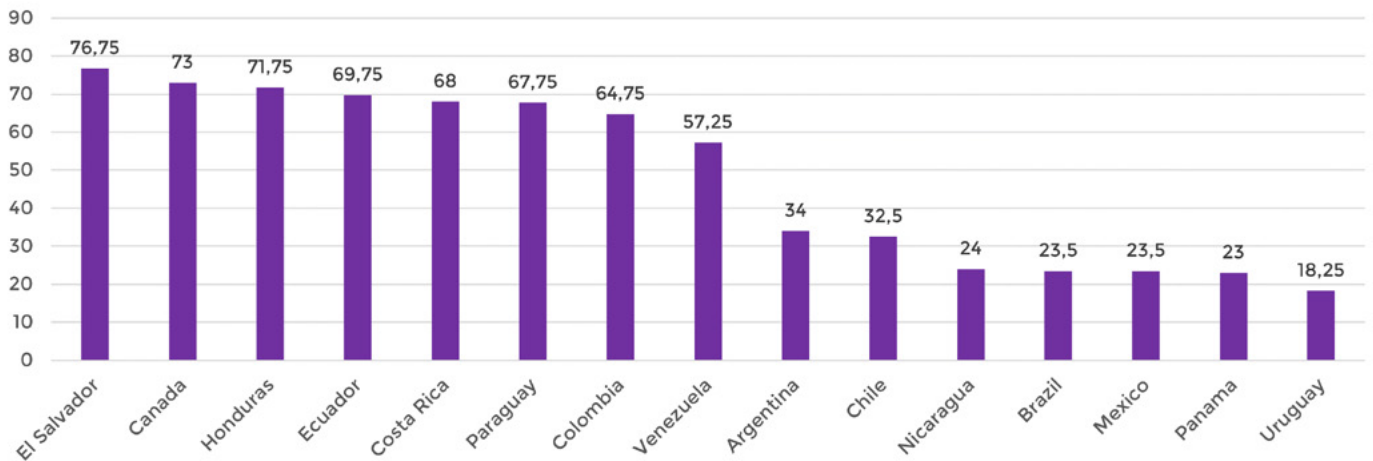




Americas Region

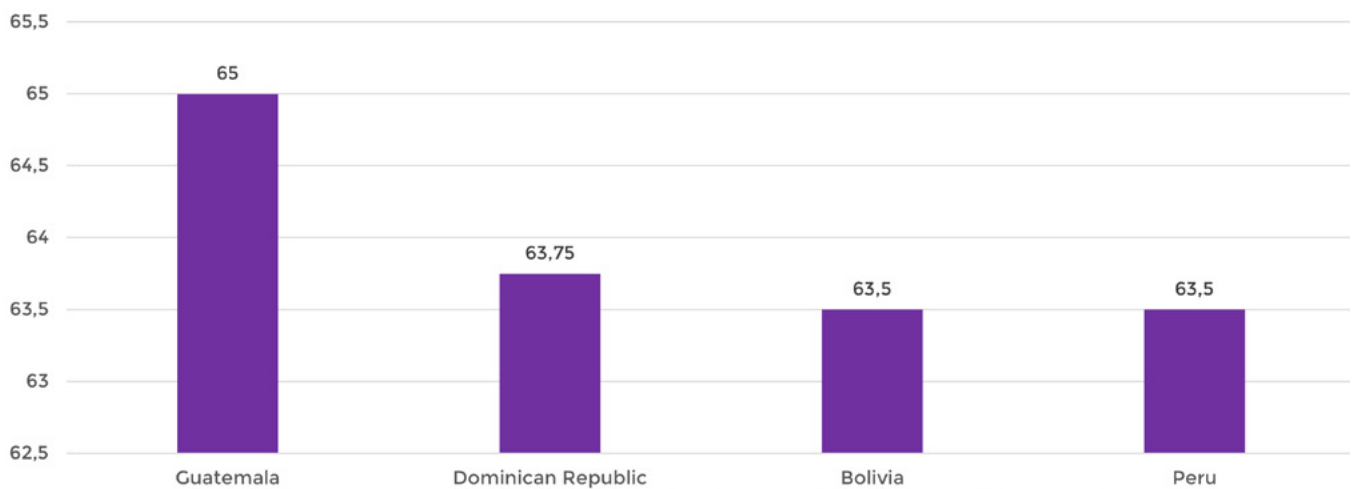
Results by Regions of the General Index

Regional Values, Americas I-A*



*I-A is the main ranking, corresponding to the group of countries with at least 1 regulatory framework for any product.

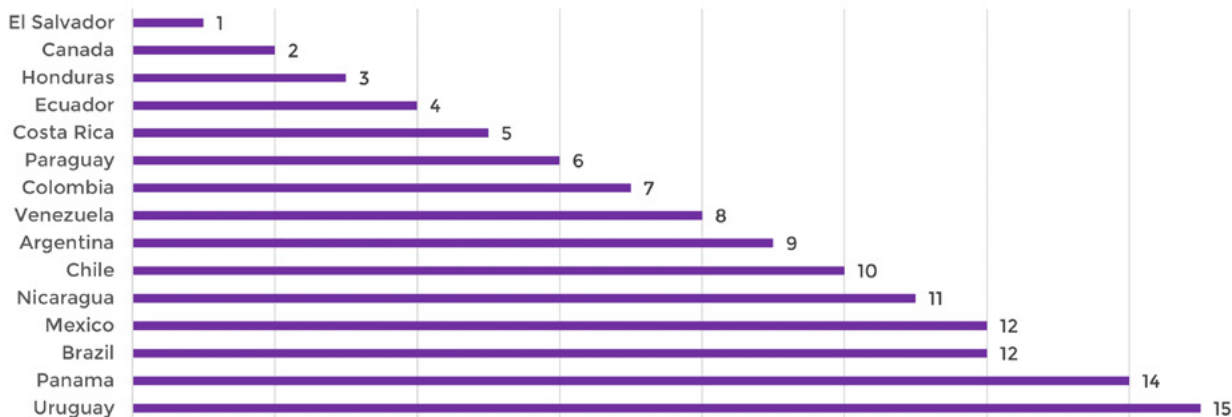
Regional Values, Americas I-B*



*I-B corresponds to the group of countries with no regulatory framework for any product.

Ranking by Regions of the General Index

Regional Ranking, Americas I-A*



*I-A is the main ranking, corresponding to the group of countries with at least 1 regulatory framework for any product.

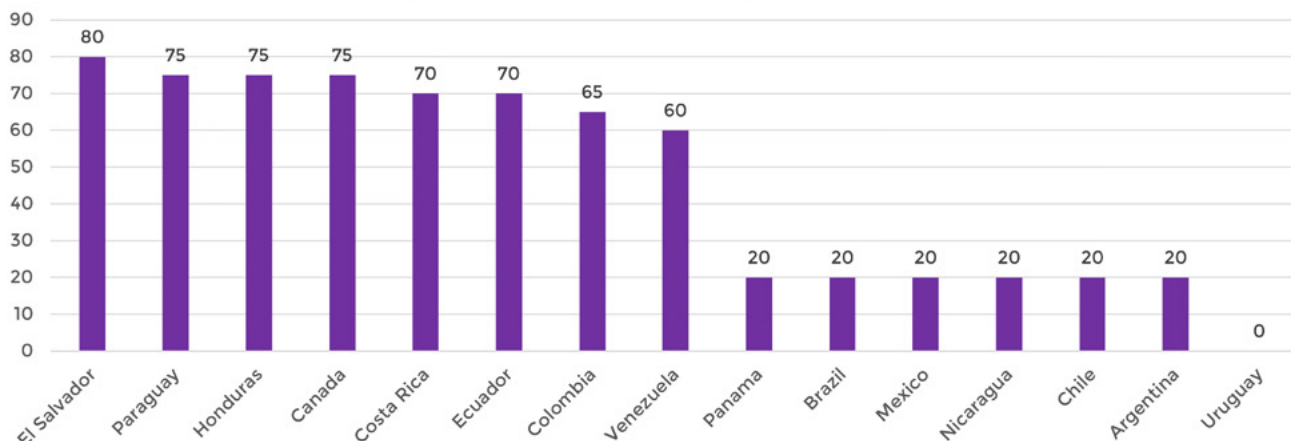
Regional Ranking, Americas I-B*



*I-B corresponds to the group of countries with no regulatory framework for any product.

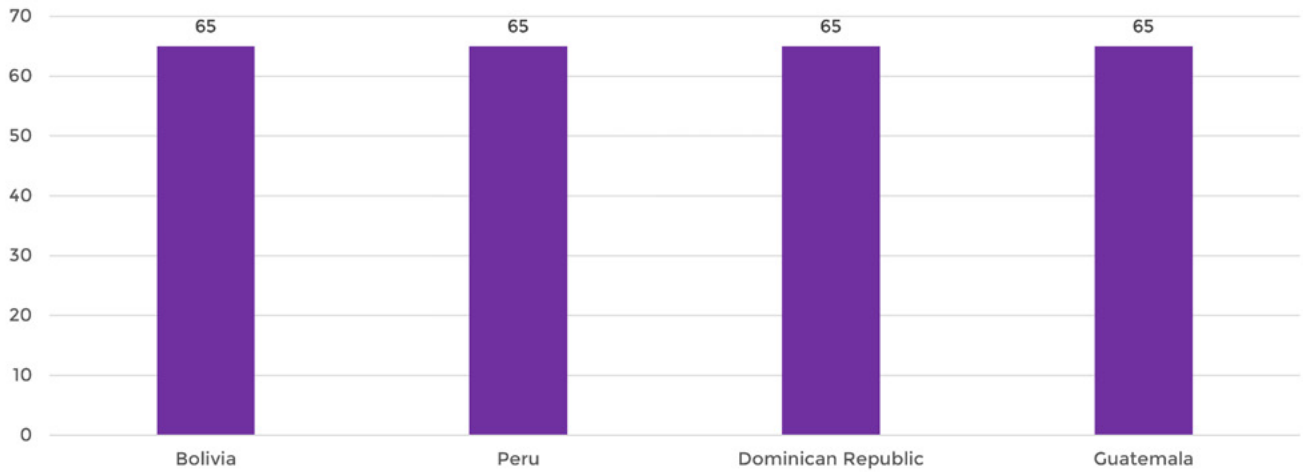
Results by Regions of the Sub Index by Product

Regional Values, Americas, Vape Products I-A*



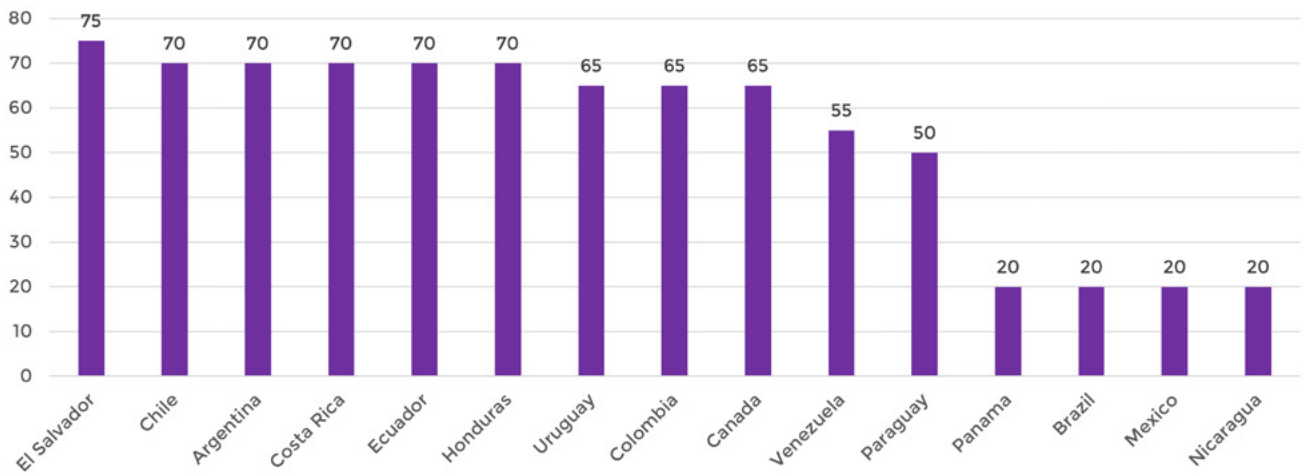
*I-A is the main ranking, corresponding to the group of countries with at least 1 regulatory framework for any product.

Regional Values, Americas, Vape Products I-B*



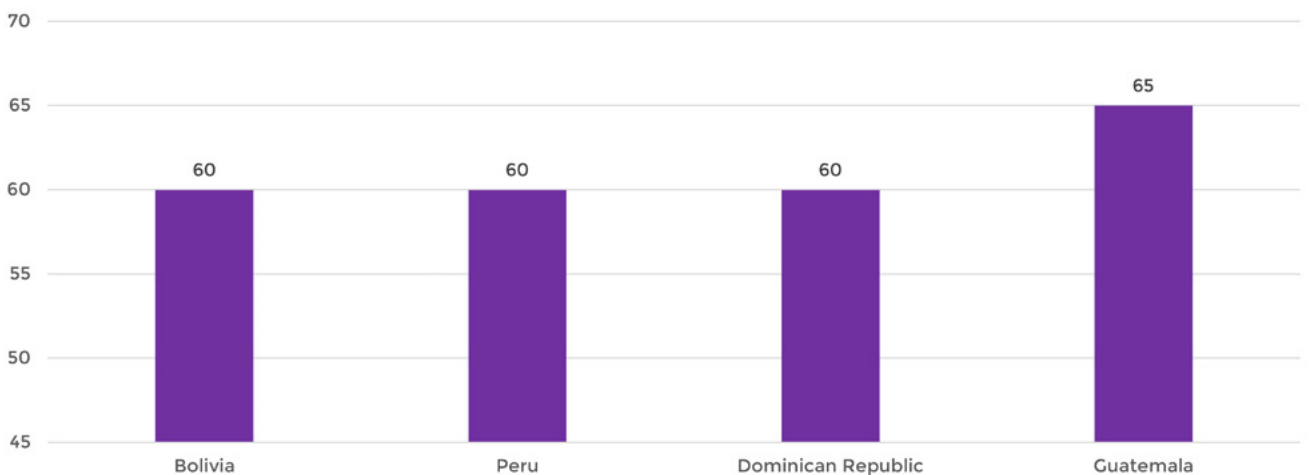
*I-B corresponds to the group of countries with no regulatory framework for any product.

Regional Values, Americas, Heated Tobacco Products I-A*



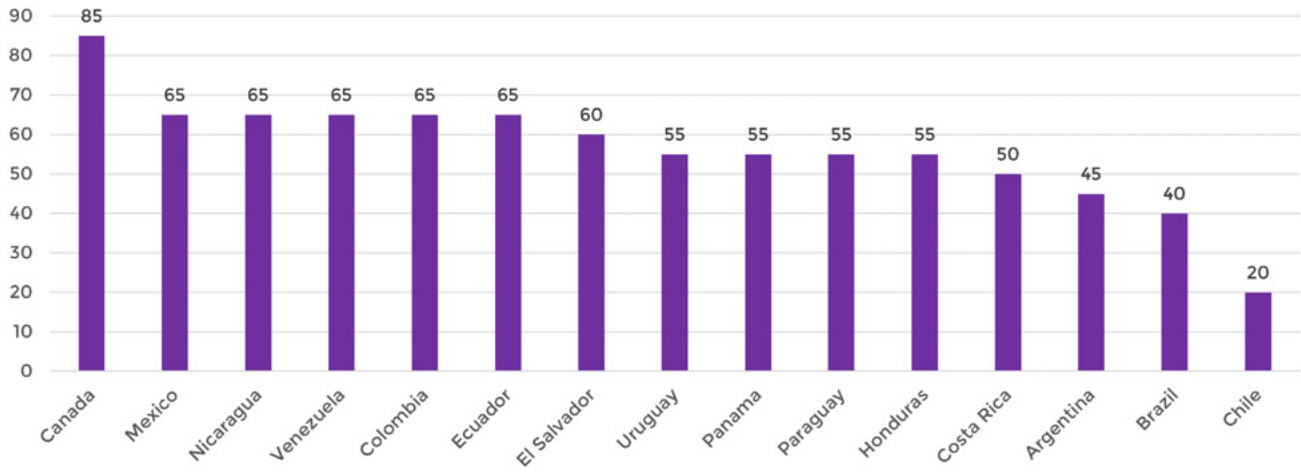
*I-A is the main ranking, corresponding to the group of countries with at least 1 regulatory framework for any product.

Regional Values, Americas, Heated Tobacco Products I-B*



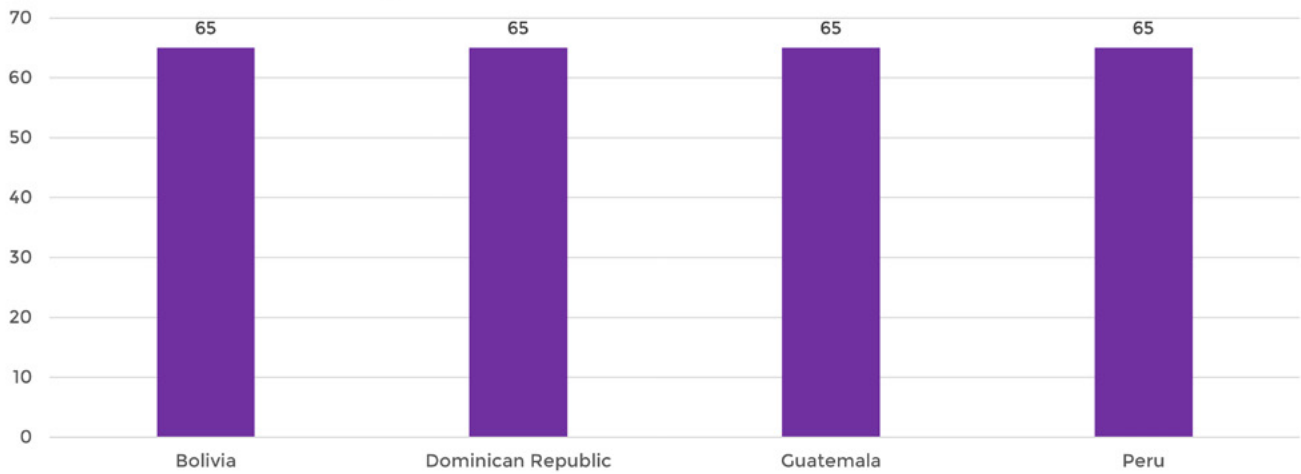
*I-B corresponds to the group of countries with no regulatory framework for any product.

Regional Values, Americas, Nicotine Pouches I-A*



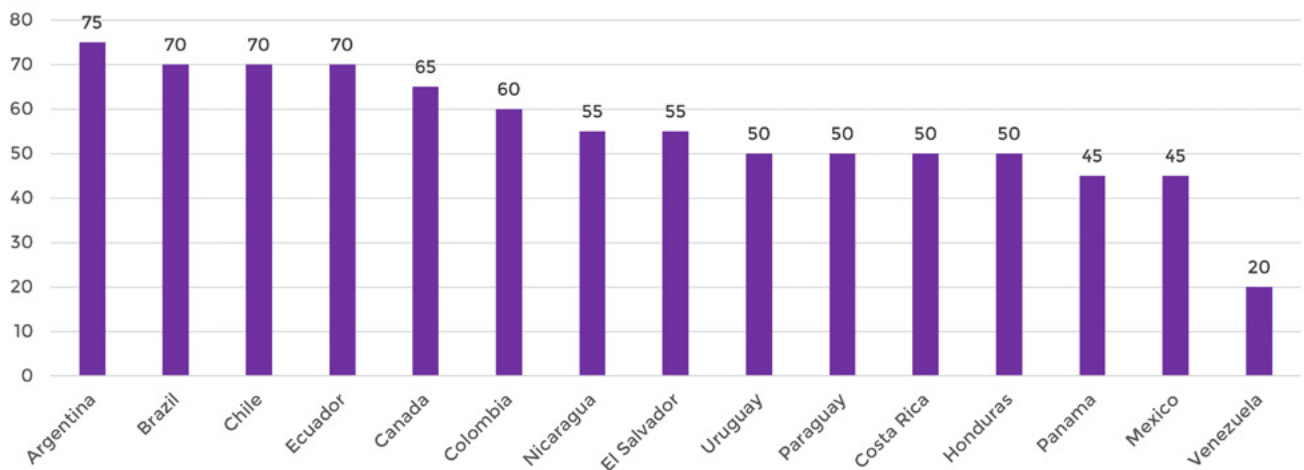
*I-A is the main ranking, corresponding to the group of countries with at least 1 regulatory framework for any product.

Regional Values, Americas, Nicotine Pouches I-B*



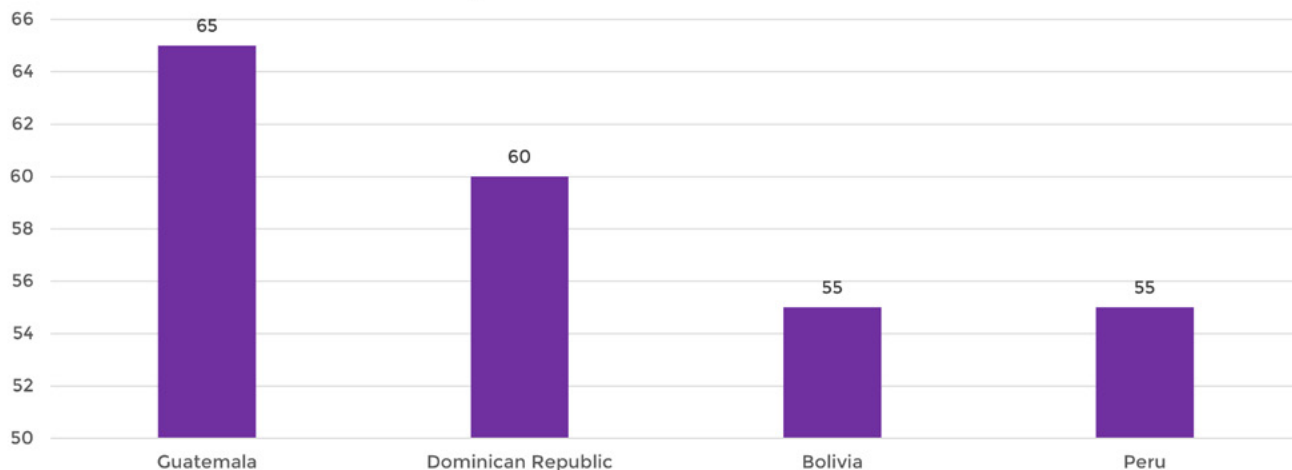
*I-B corresponds to the group of countries with no regulatory framework for any product.

Regional Values, Americas, Snus I-A*



*I-A is the main ranking, corresponding to the group of countries with at least 1 regulatory framework for any product.

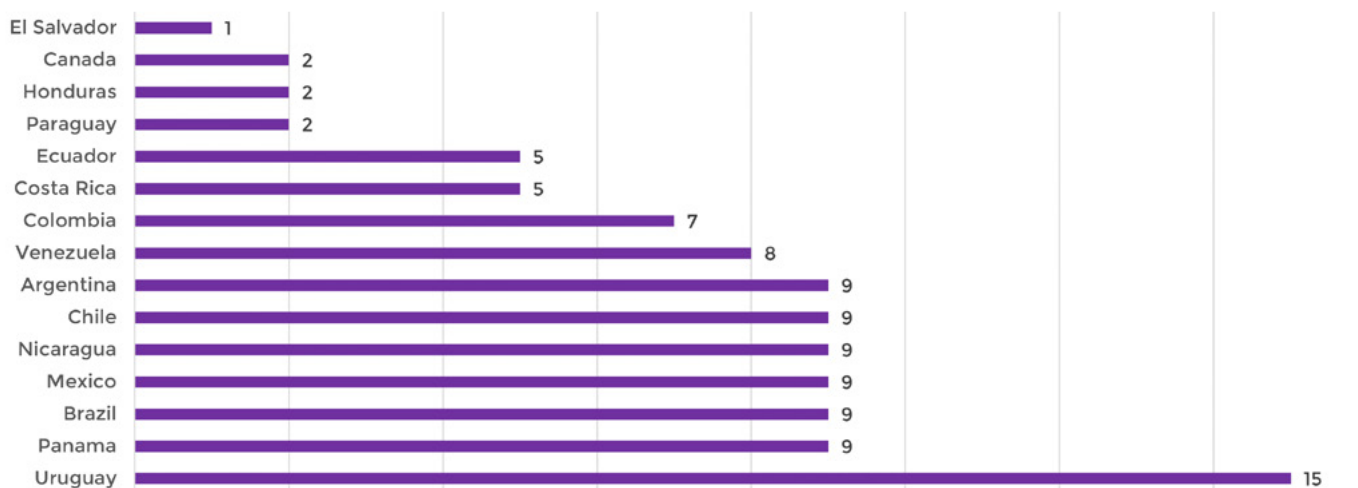
Regional Values, Americas, Snus I-B*



*I-B corresponds to the group of countries with no regulatory framework for any product.

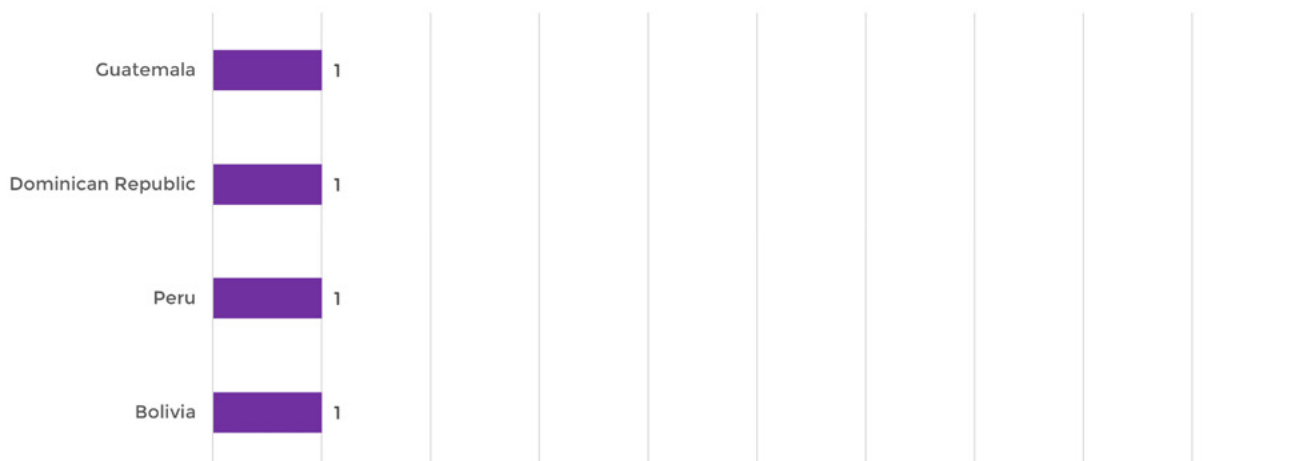
Regional ranking of the Sub Index by Product

Regional Ranking, Americas, Vape Products I-A*



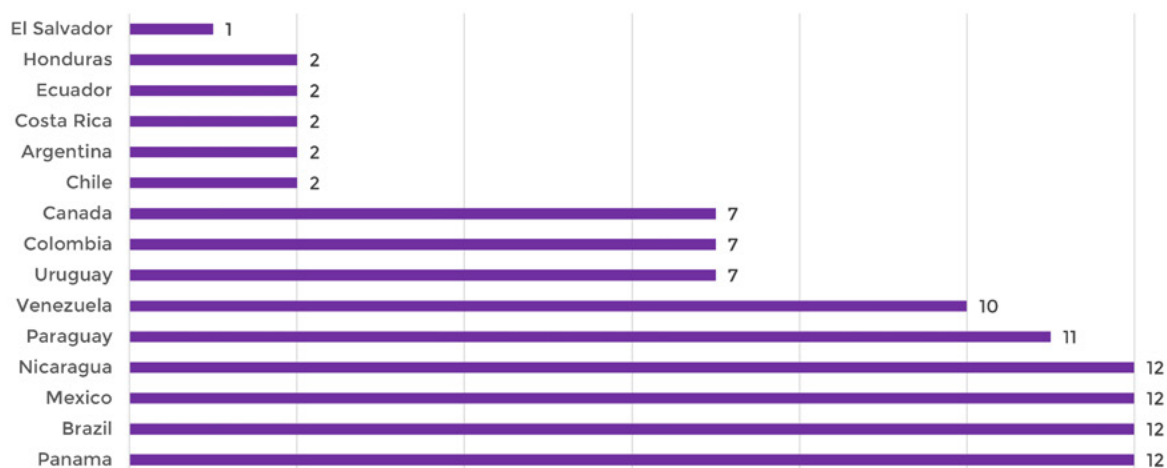
*I-A is the main ranking, corresponding to the group of countries with at least 1 regulatory framework for any product.

Regional Ranking, Americas, Vape Products I-B*



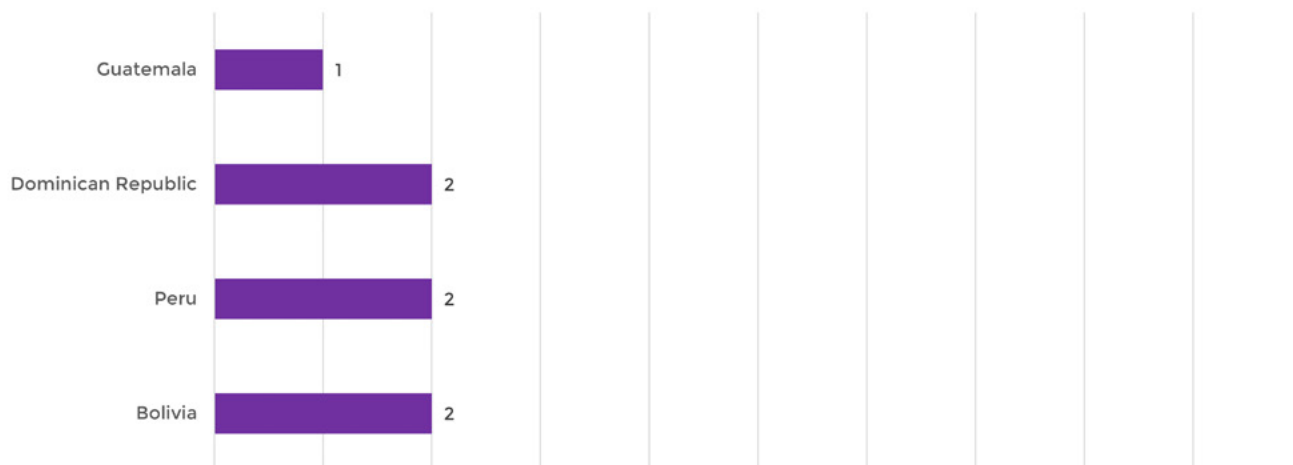
*I-B corresponds to the group of countries with no regulatory framework for any product.

Regional Ranking, Americas, Heated Tobacco Products I-A*



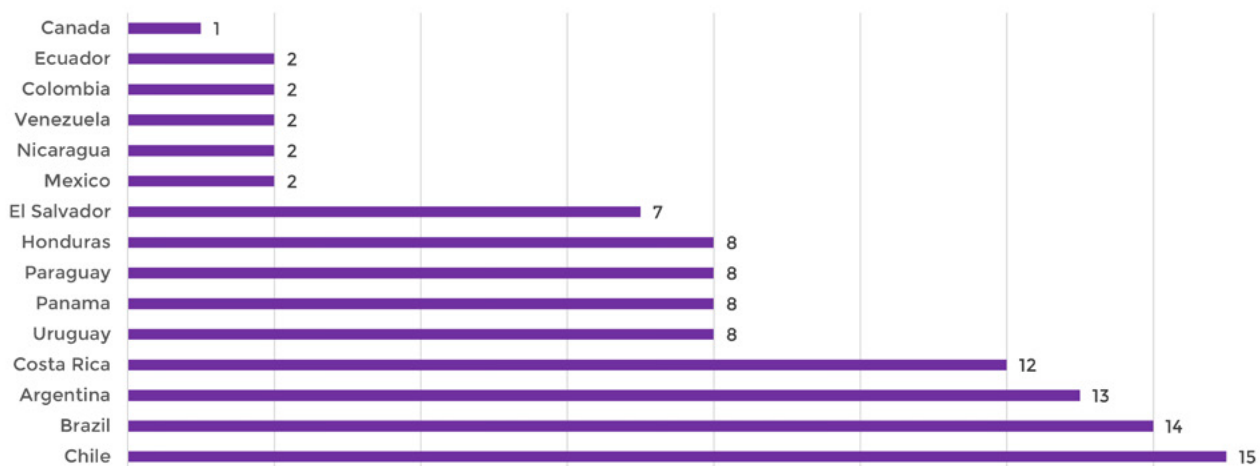
*I-A is the main ranking, corresponding to the group of countries with at least 1 regulatory framework for any product.

Regional Ranking, Americas, Heated Tobacco Products I-B*



*I-B corresponds to the group of countries with no regulatory framework for any product.

Regional Ranking, Americas, Nicotine Pouches I-A*



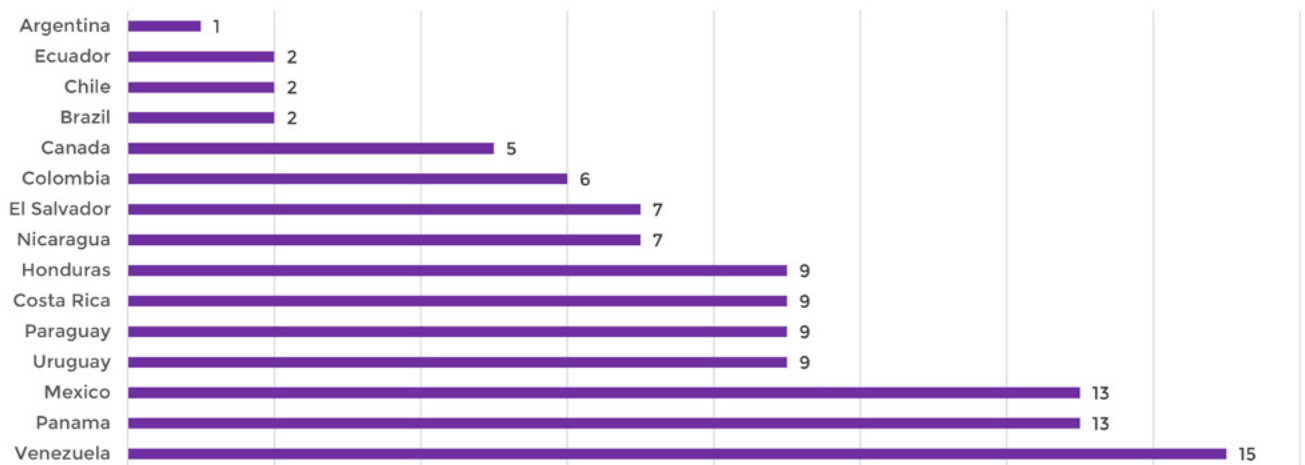
*I-A is the main ranking, corresponding to the group of countries with at least 1 regulatory framework for any product.

Regional Ranking, Americas, Nicotine Pouches I-B*



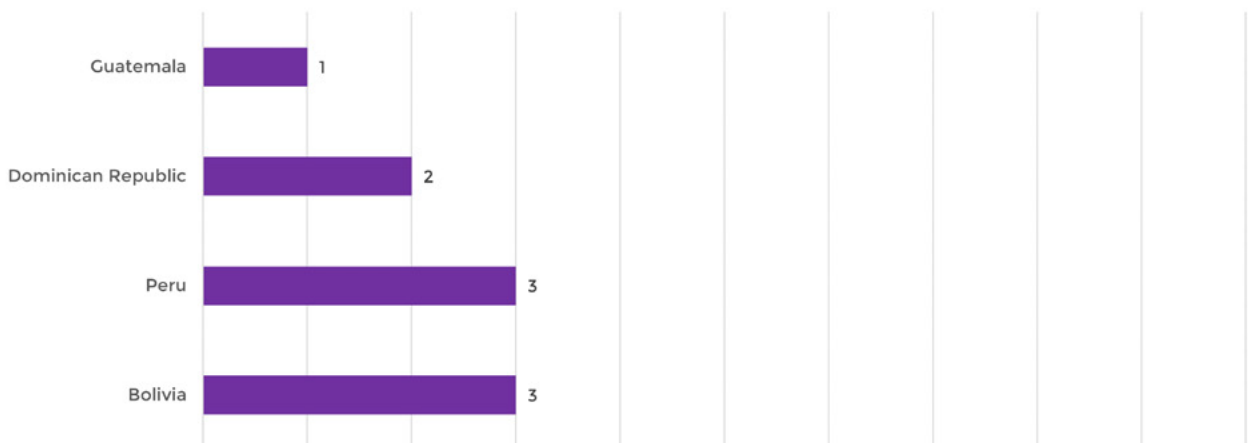
*I-B corresponds to the group of countries with no regulatory framework for any product.

Regional Ranking, Americas, Snus I-A*



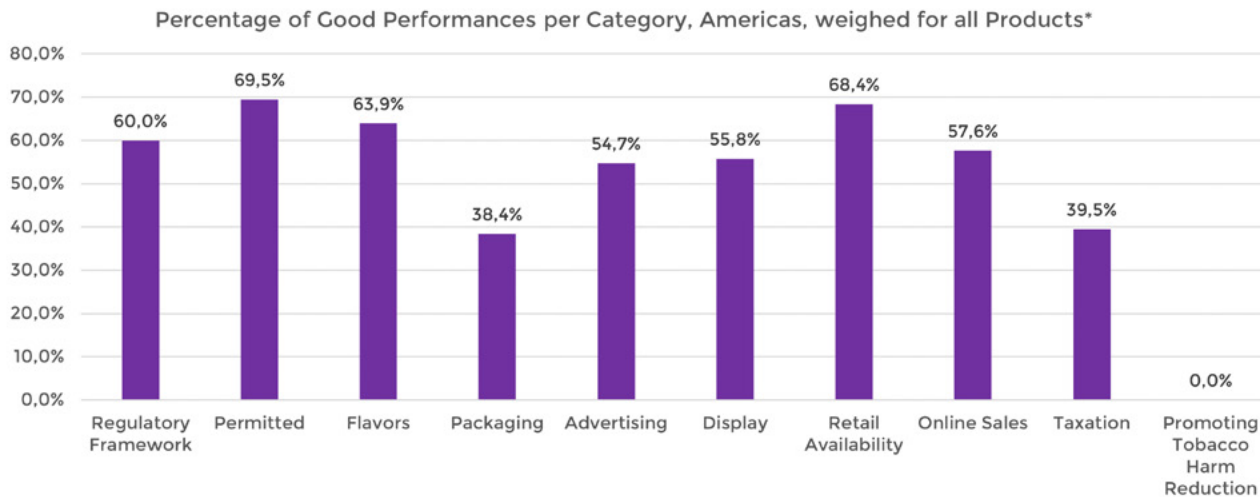
*I-A is the main ranking, corresponding to the group of countries with at least 1 regulatory framework for any product.

Regional Ranking, Americas, Snus I-B*

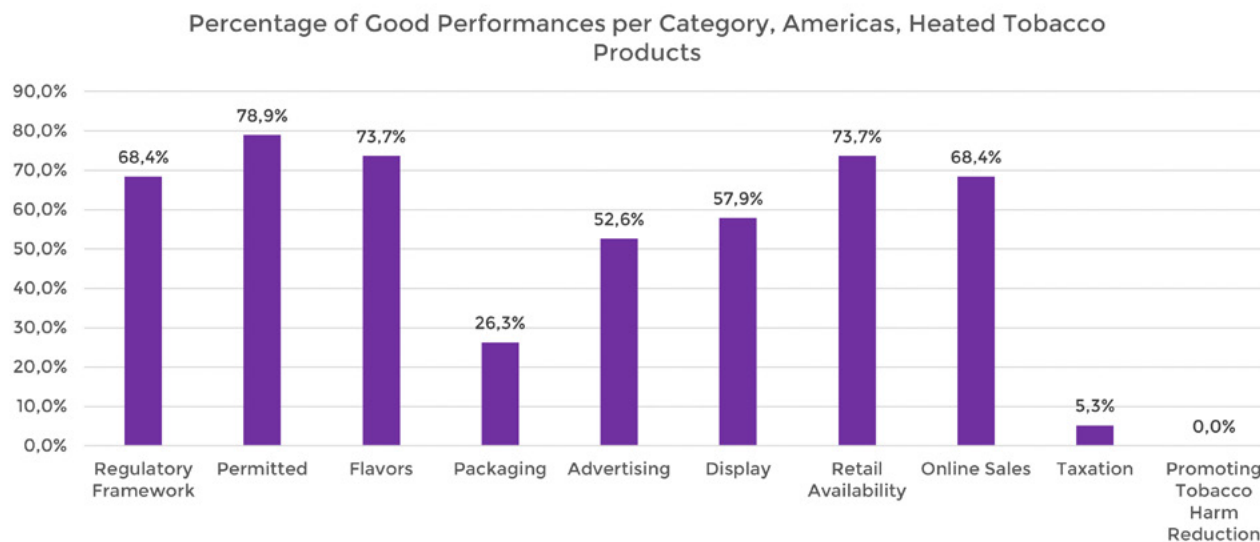
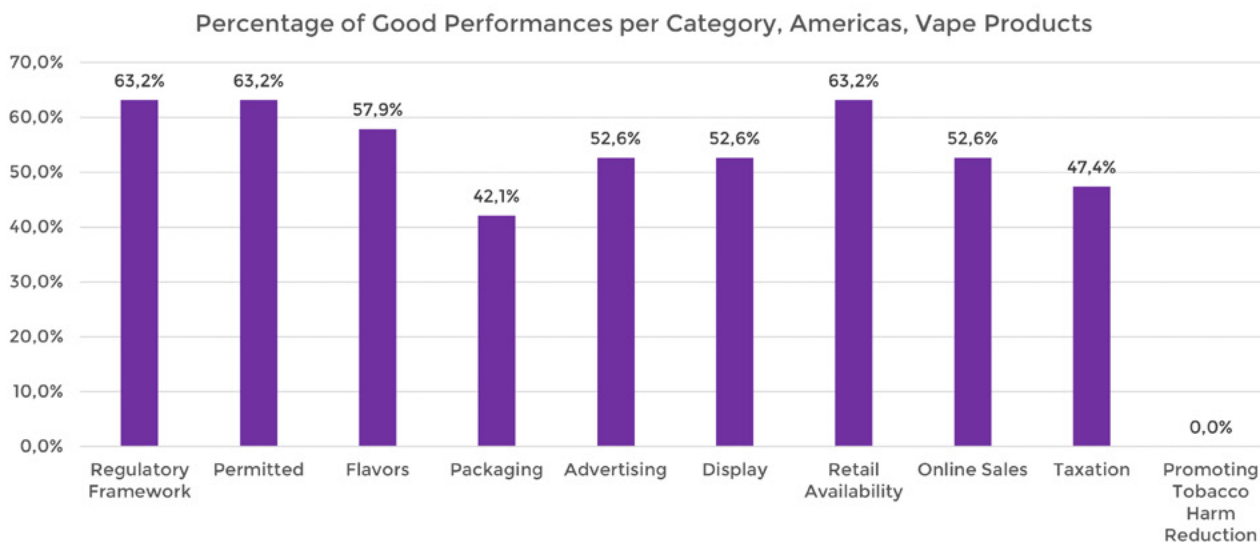


*I-B corresponds to the group of countries with no regulatory framework for any product.

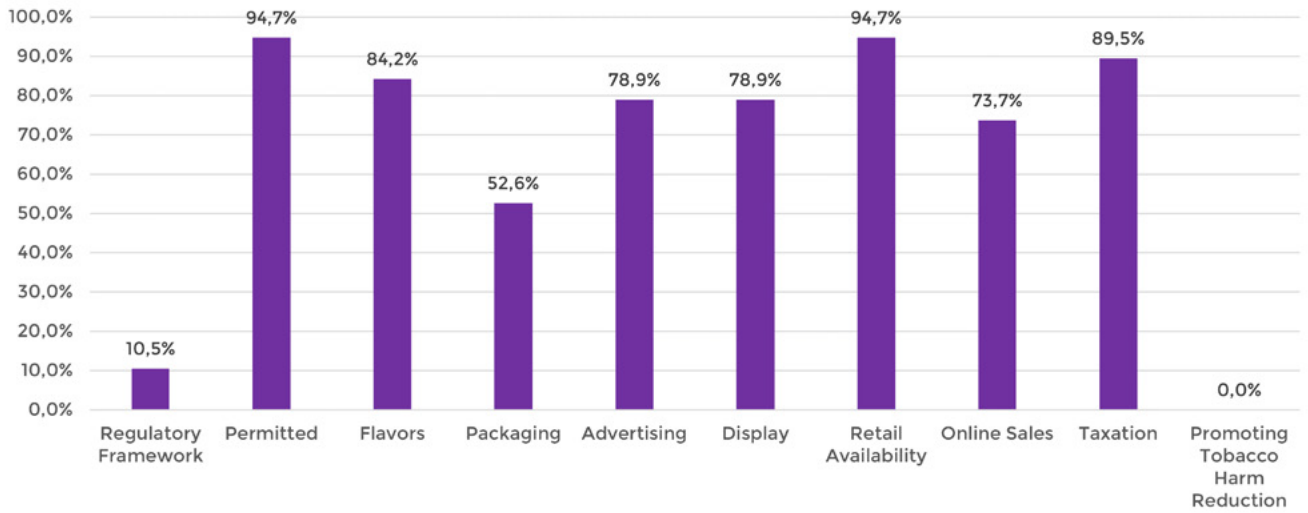
"Good Performances" are defined as meeting the criteria that are considered positive in each category analyzed (see criteria in the Methodology). For example, in the "Permitted" category, a good performance is understood as the case where commercial (non-pharmaceutical) sales are permitted. In that sense, if 80% of the countries have a "good performance" in the "Permitted" category, then 80% of the countries have commercial (non-pharmaceutical) sales permitted.



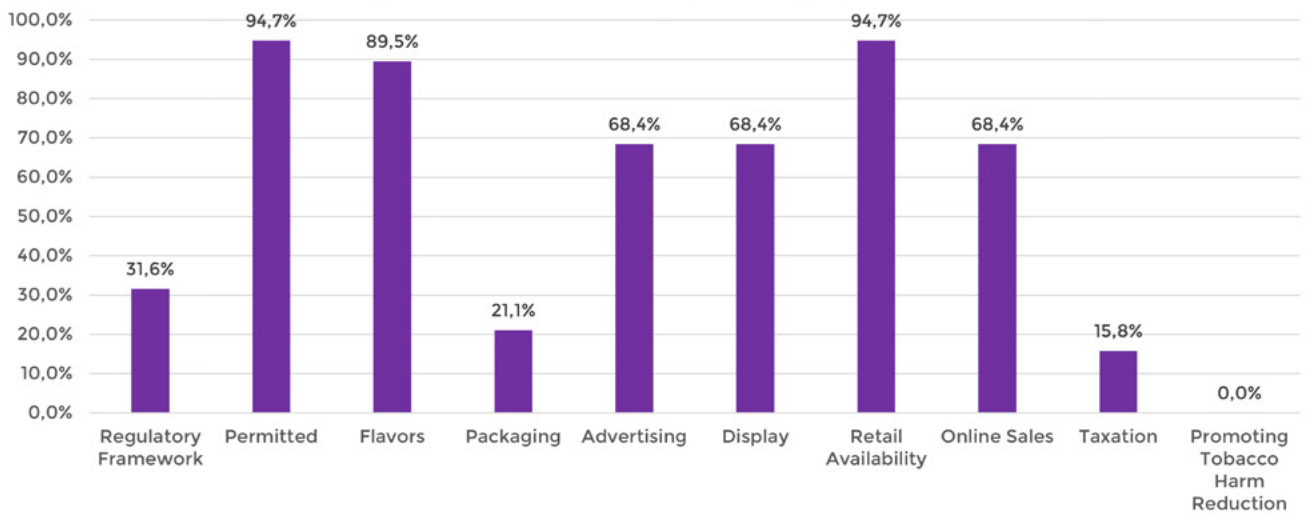
*Same weighing as the one used in the General Index, see methodology



Percentage of Good Performances per Category, Americas, Nicotine Pouches



Percentage of Good Performances per Category, Americas, Snus

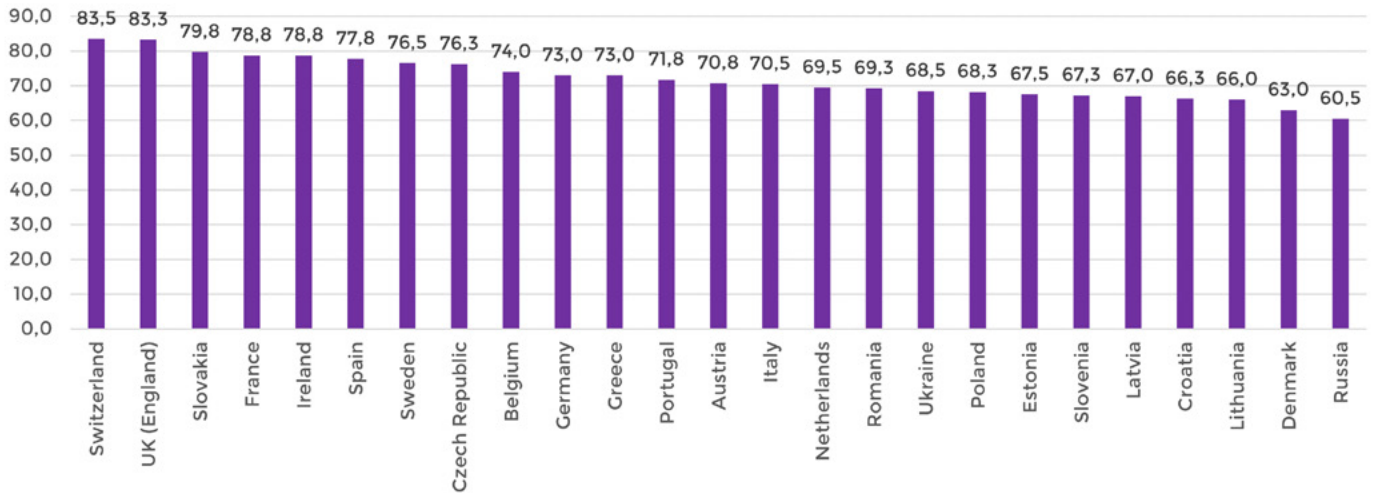




Europe Region

Results by Regions of the General Index

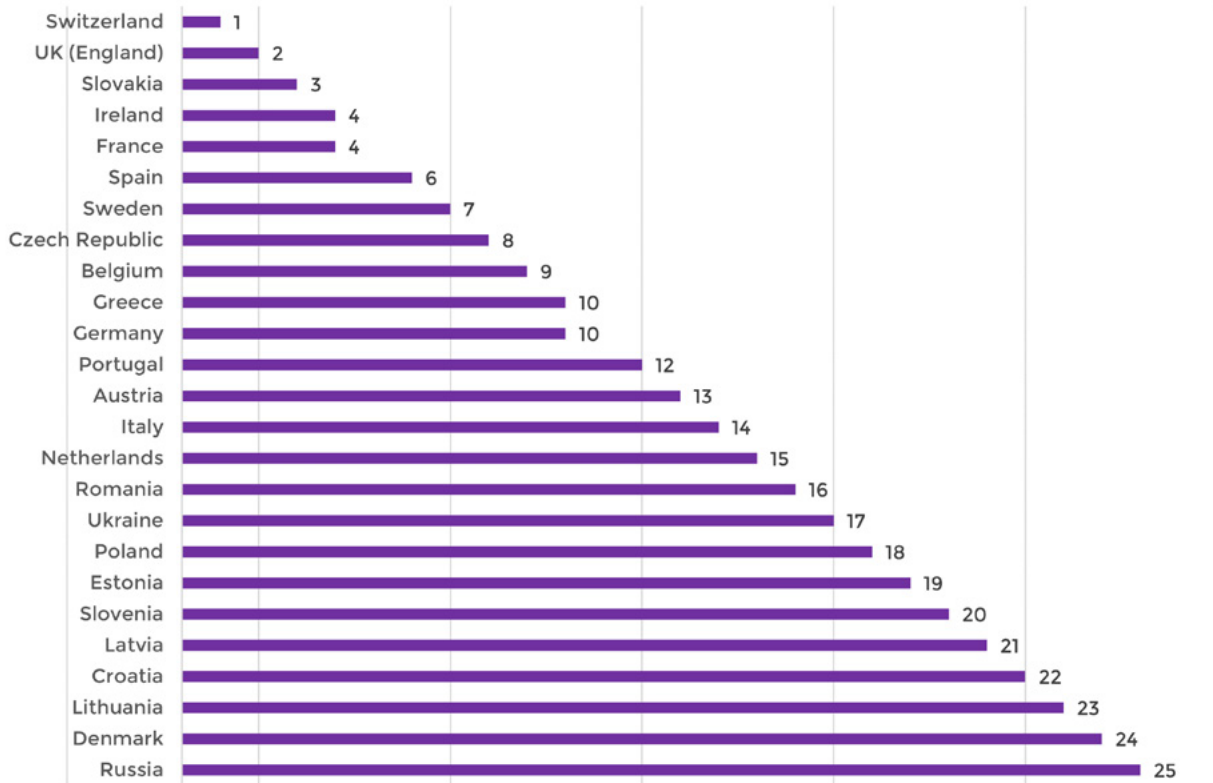
Regional Values, Europe I-A*



*I-A corresponds to the group of countries with at least 1 Regulatory Framework for any product. All European countries meet this condition.

Ranking by Regions of the General Index

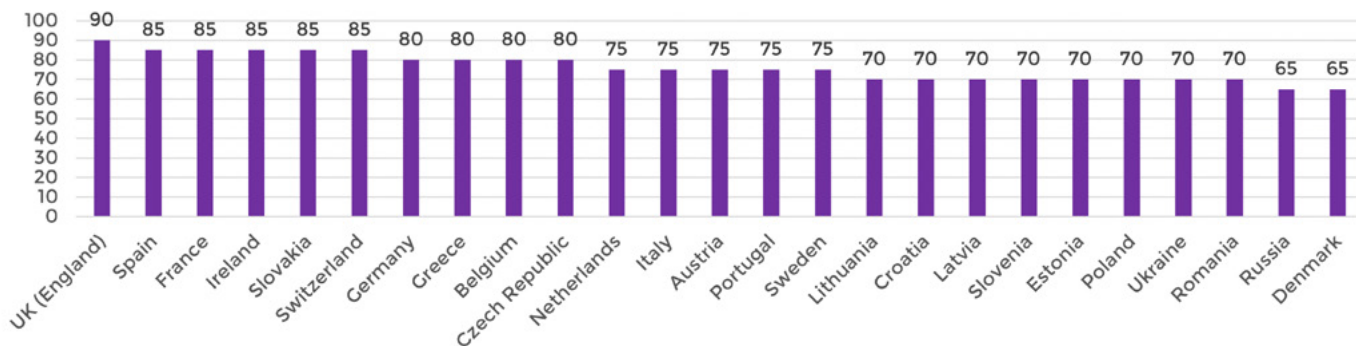
Regional Ranking, Europe I-A*



*I-A corresponds to the group of countries with at least 1 Regulatory Framework for any product. All European countries meet this condition.

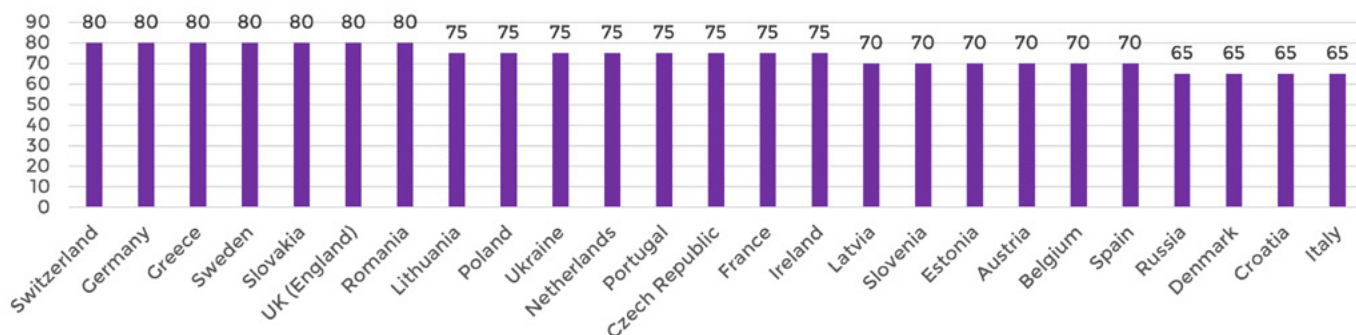
Results by Regions of the Sub Index by Product

Regional Values, Europe, Vape Products I-A*



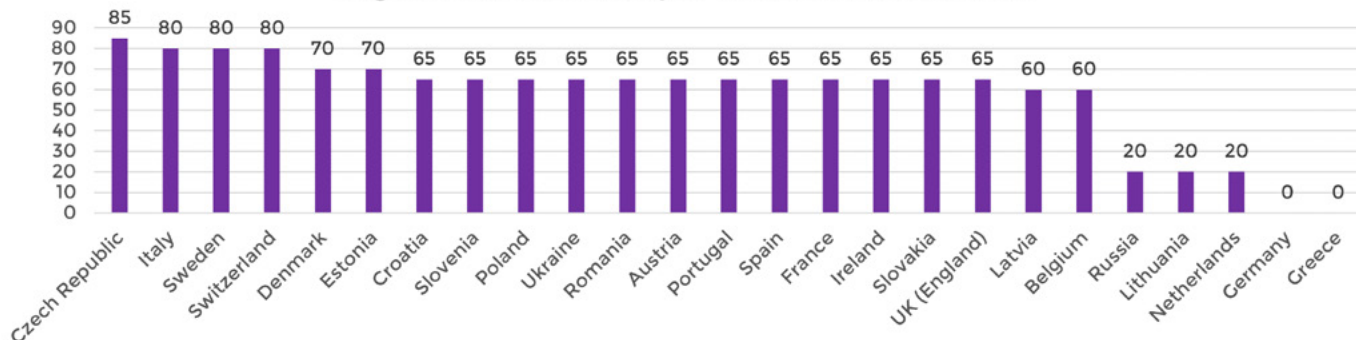
*I-A corresponds to the group of countries with at least 1 Regulatory Framework for any product. All European countries meet this condition.

Regional Values, Europe, Heated Tobacco Products I-A*



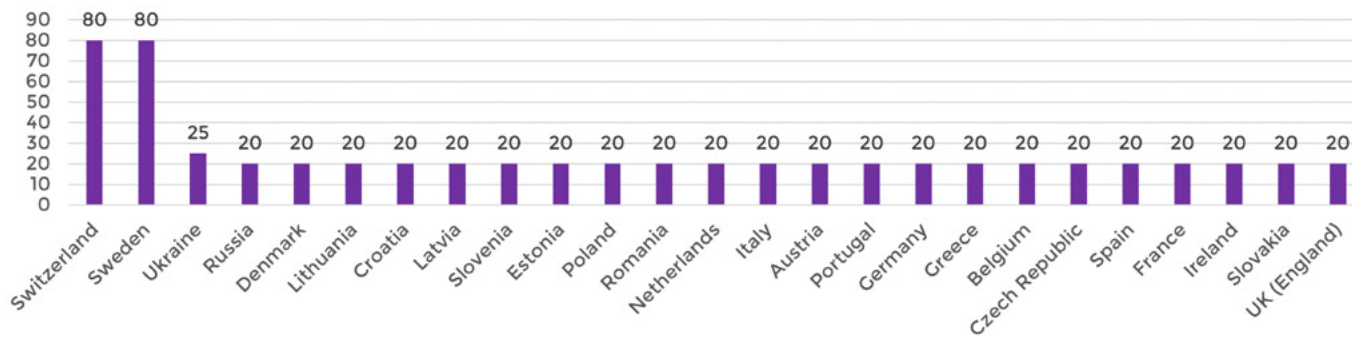
*I-A corresponds to the group of countries with at least 1 Regulatory Framework for any product. All European countries meet this condition.

Regional Values, Europe, Nicotine Pouches I-A*



*I-A corresponds to the group of countries with at least 1 Regulatory Framework for any product. All European countries meet this condition.

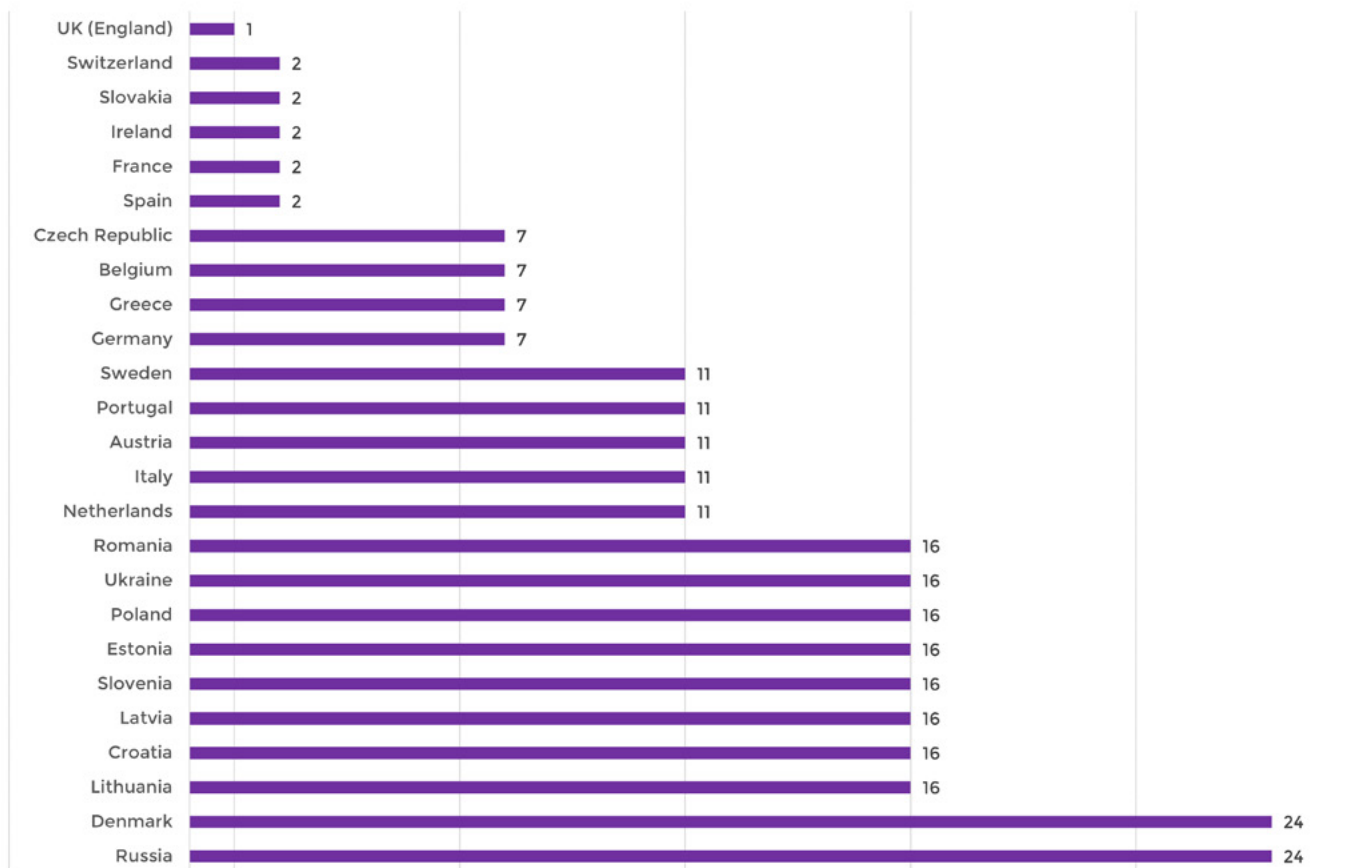
Regional Values, Europe, Snus I-A*



*I-A corresponds to the group of countries with at least 1 Regulatory Framework for any product. All European countries meet this condition.

Regional ranking of the Product Sub Index

Regional Ranking, Europe, Vape Products I-A*



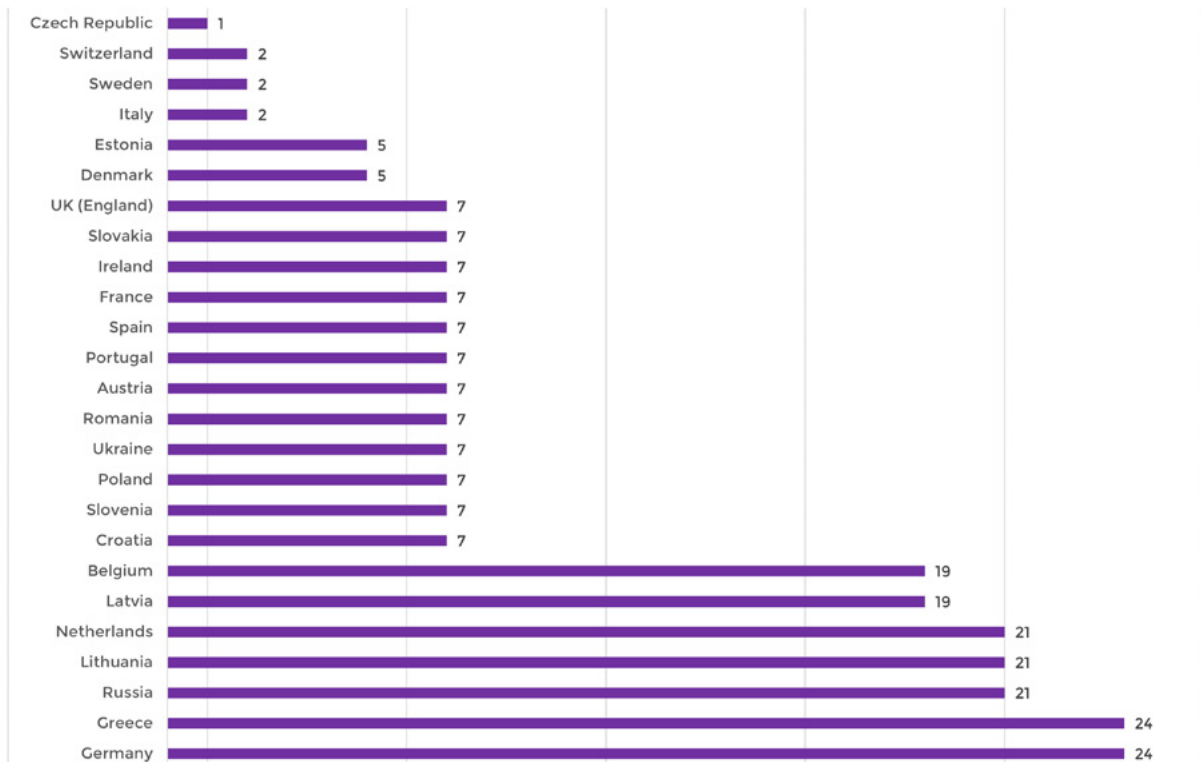
*I-A corresponds to the group of countries with at least 1 Regulatory Framework for any product. All European countries meet this condition.

Regional Ranking, Europe, Heated Tobacco Products I-A*



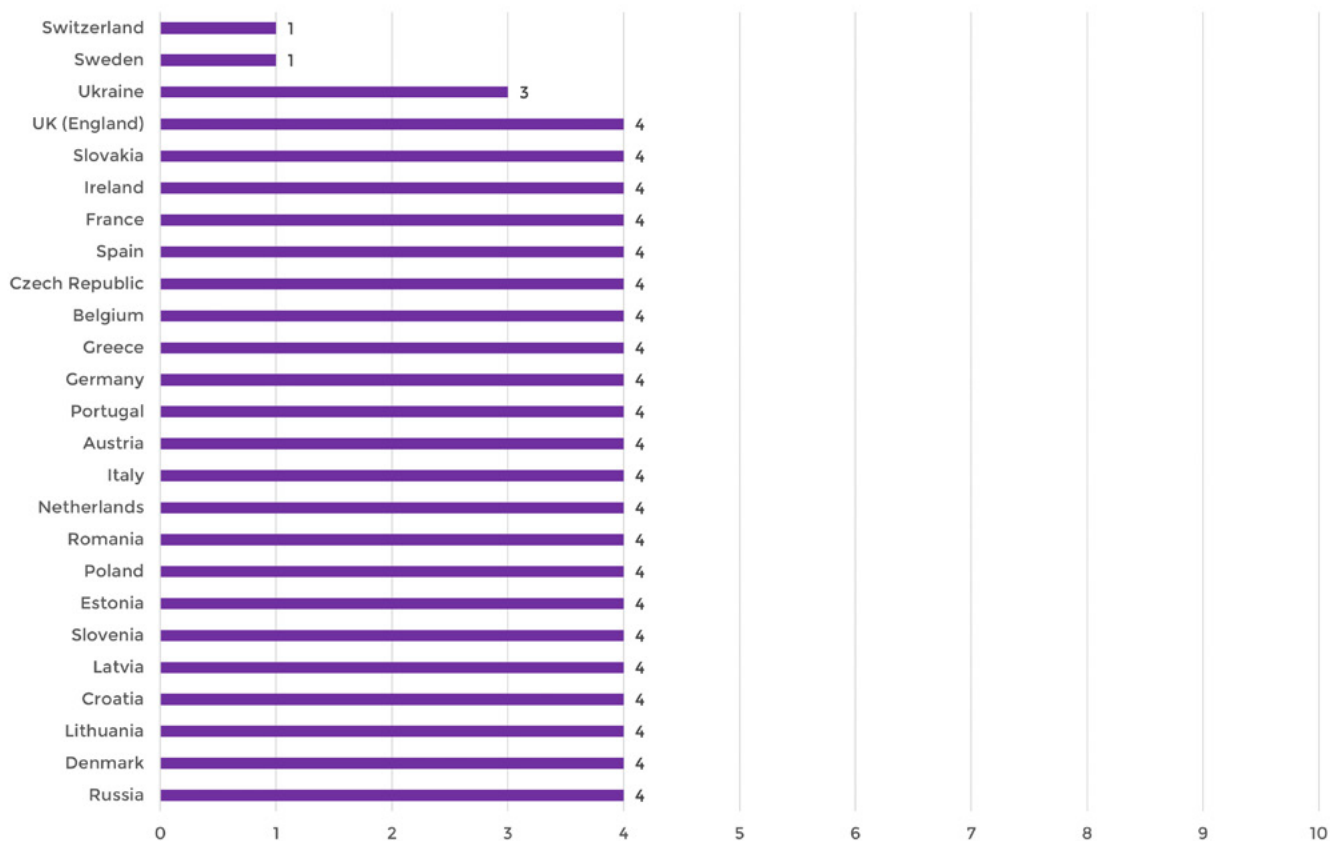
*I-A corresponds to the group of countries with at least 1 Regulatory Framework for any product. All European countries meet this condition.

Regional Ranking, Europe, Nicotine Pouches I-A*



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Regional Ranking, Europe, Snus I-A*

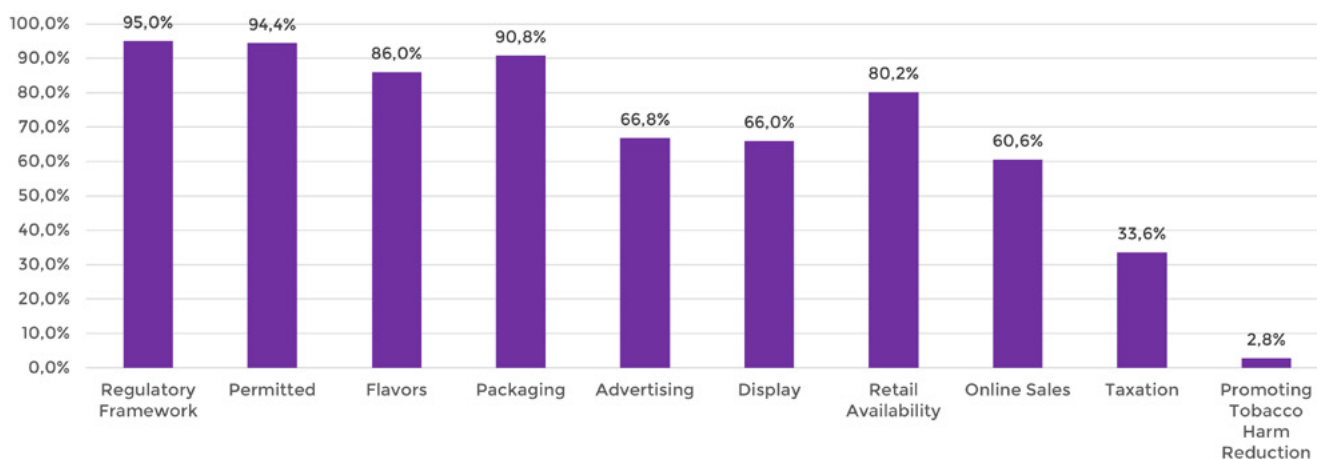


*I-A corresponds to the group of countries with at least 1 Regulatory Framework for any product. All European countries meet this condition.

Results by Regions of the Sub Index by Category

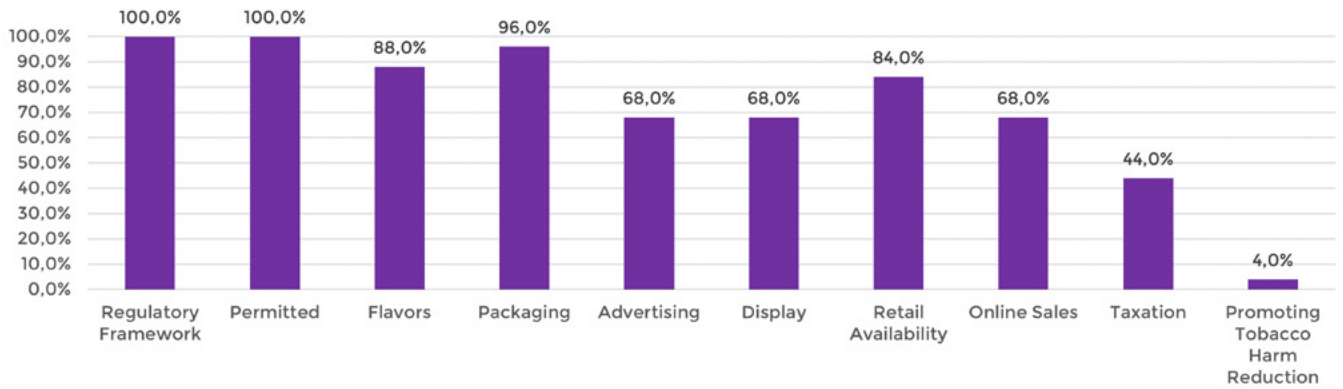
"Good Performances" are defined as meeting the criteria that are considered positive in each category analyzed (see criteria in the Methodology). For example, in the "Permitted" category, a good performance is understood as the case where commercial (non-pharmaceutical) sales are permitted. In that sense, if 80% of the countries have a "good performance" in the "Permitted" category, then 80% of the countries have commercial (non-pharmaceutical) sales permitted.

Percentage of Good Performances per Category, Europe, weighed for all Products*.

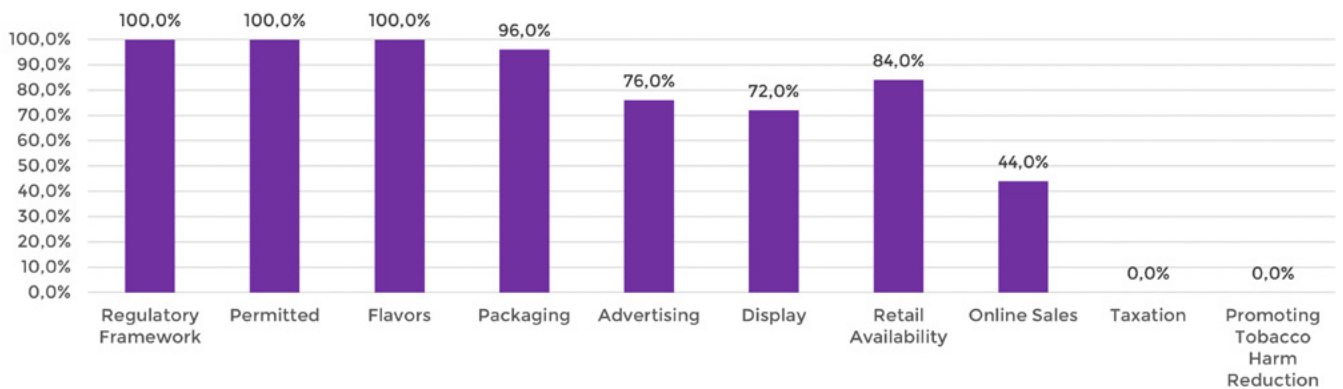


*Same weighing as the one used in the General Index, see methodology

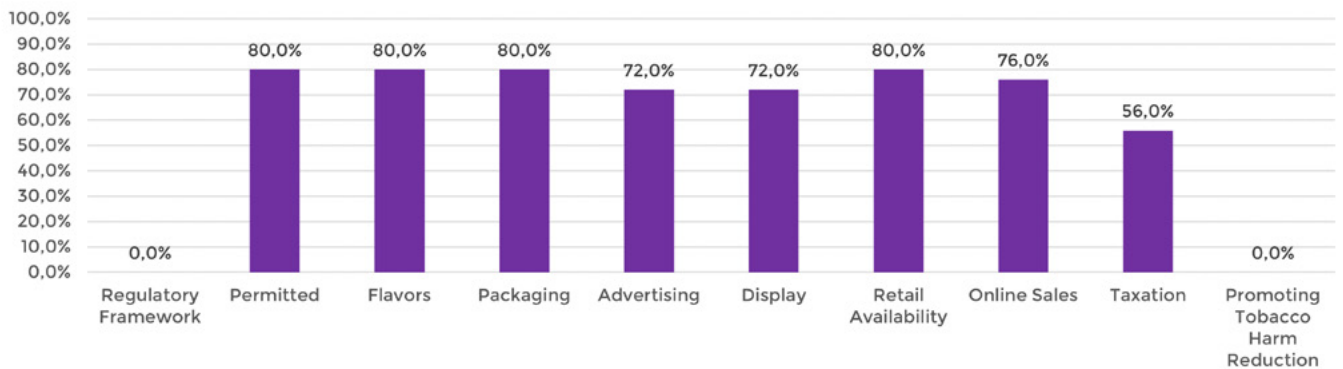
Percentage of Good Performances per Category, Europe, Vape Products



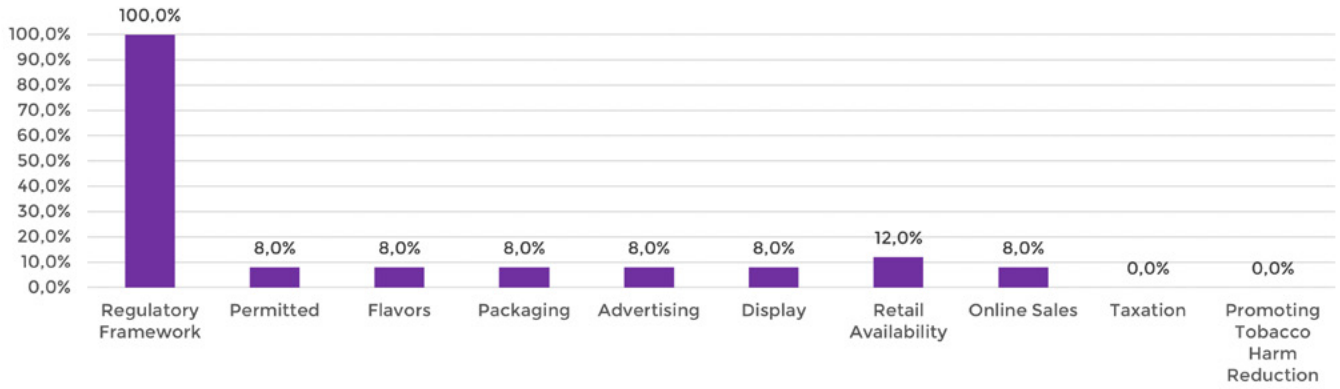
Percentage of Good Performances per Category, Europe, Heated Tobacco Products



Percentage of Good Performances per Category, Europe, Nicotine Pouches



Percentage of Good Performances per Category, Europe, Snus

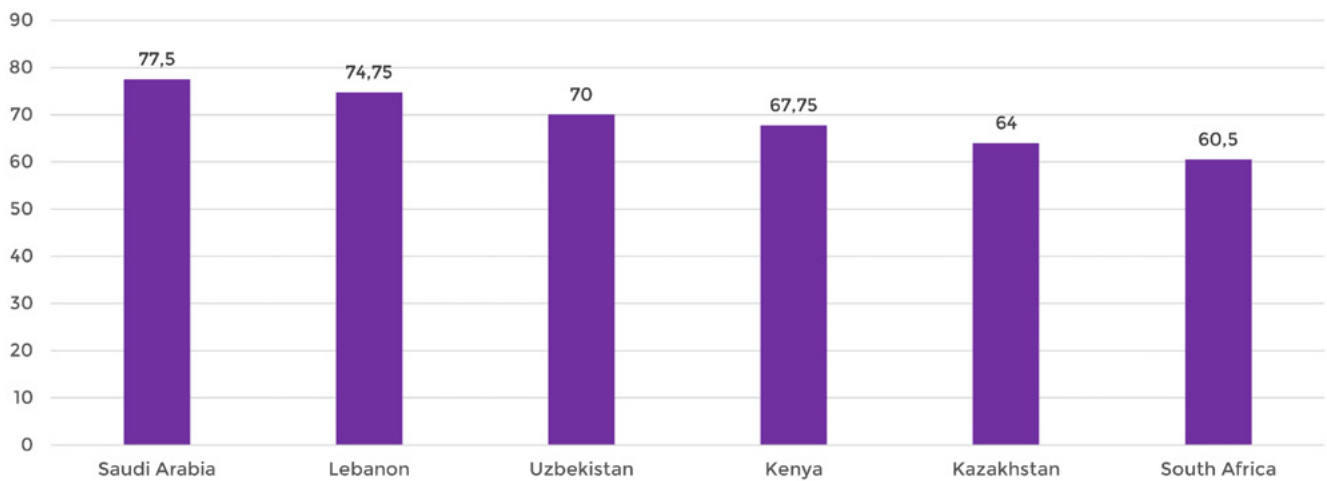


Asia-Africa Region



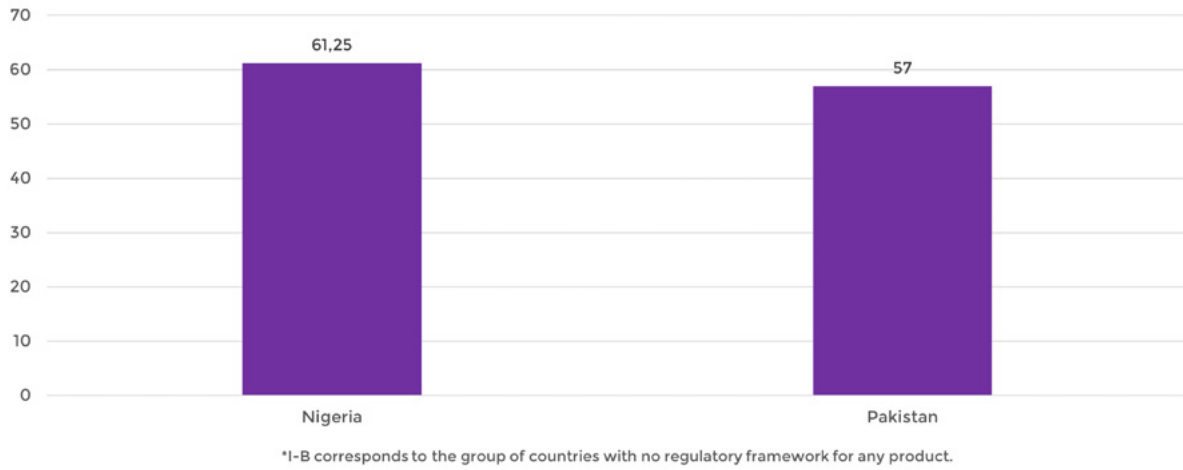
Results by Regions of the General Index

Regional Values, Asia-Africa I-A*



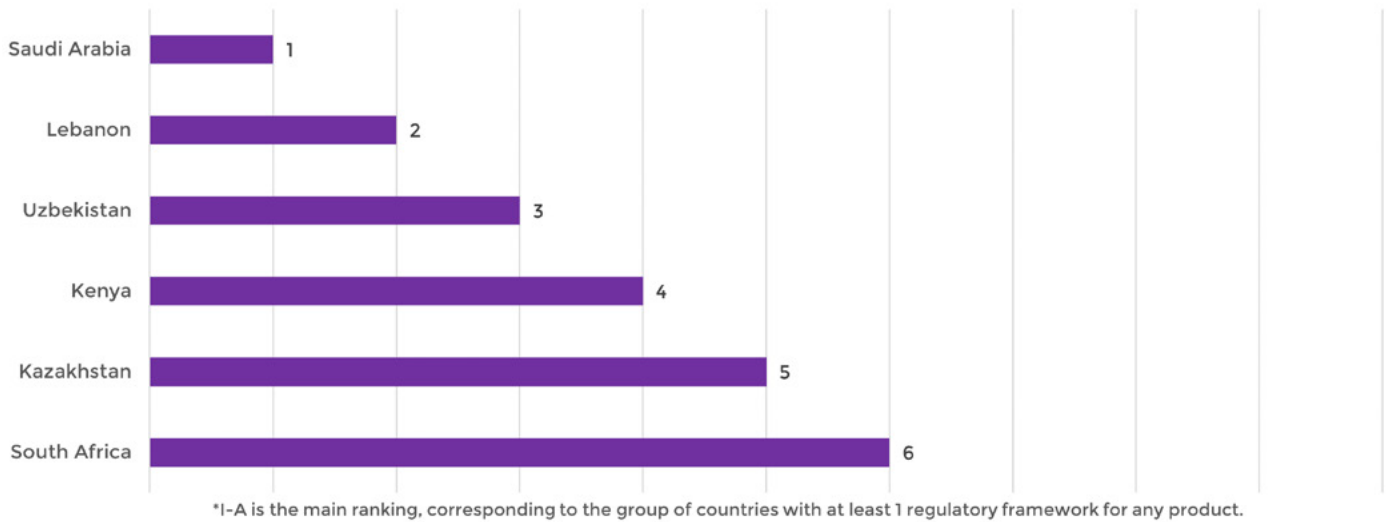
*I-A is the main ranking, corresponding to the group of countries with at least 1 regulatory framework for any product.

Regional Values, Asia-Africa I-B*



General Index Regional Rankings

Regional Ranking, Asia-Africa I-A*

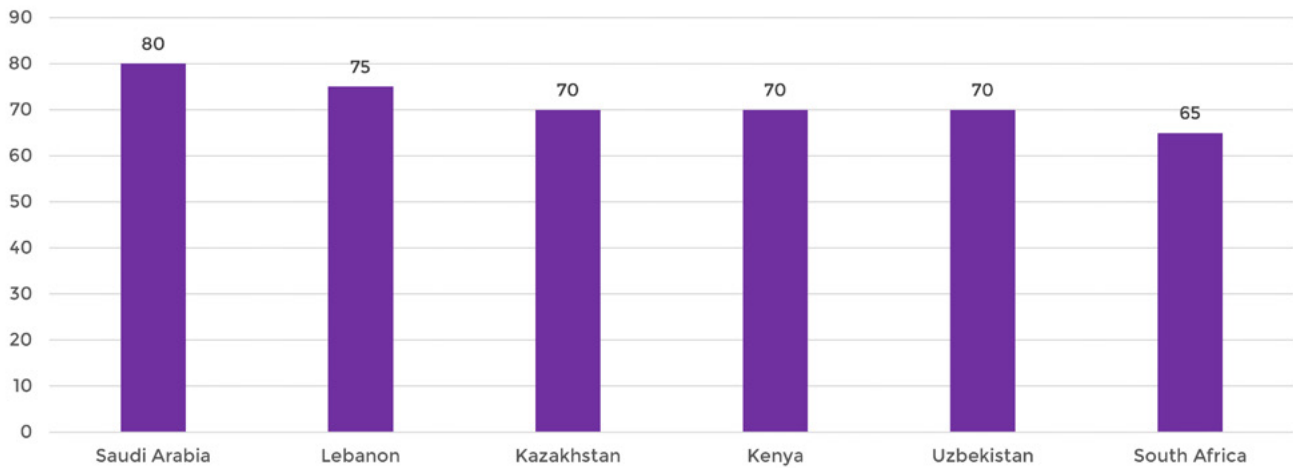


Regional Ranking, Asia-Africa I-B*



Results by Regions of the Sub Index by Product

Regional Values, Asia-Africa, Vape Products I-A*



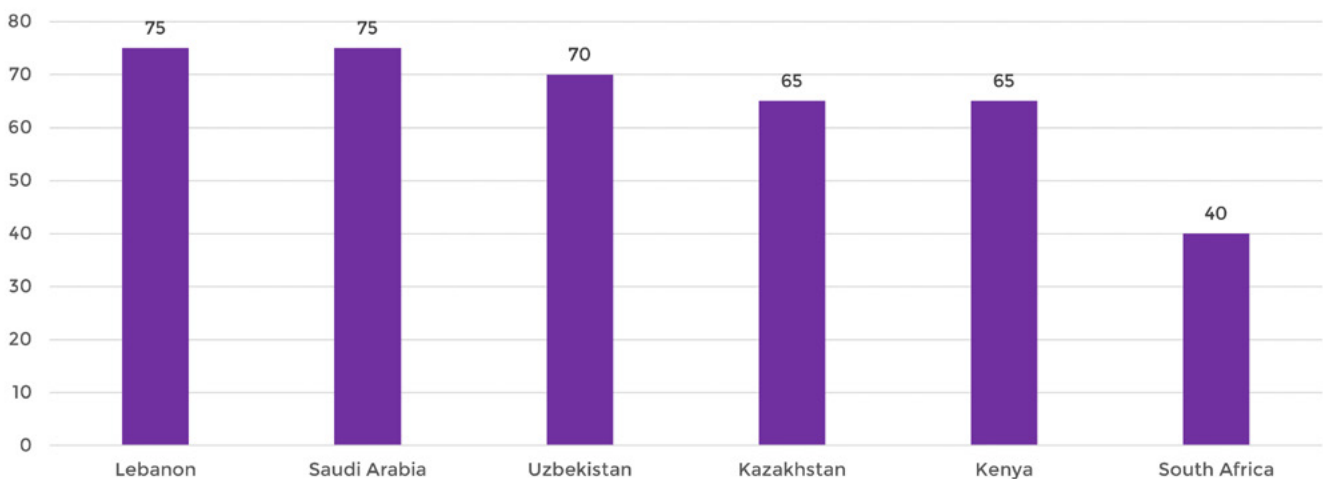
*I-A is the main ranking, corresponding to the group of countries with at least 1 regulatory framework for any product.

Regional Values, Asia-Africa, Vape Products I-B*



*I-B corresponds to the group of countries with no regulatory framework for any product.

Regional Values, Asia-Africa, Heated Tobacco Products I-A*



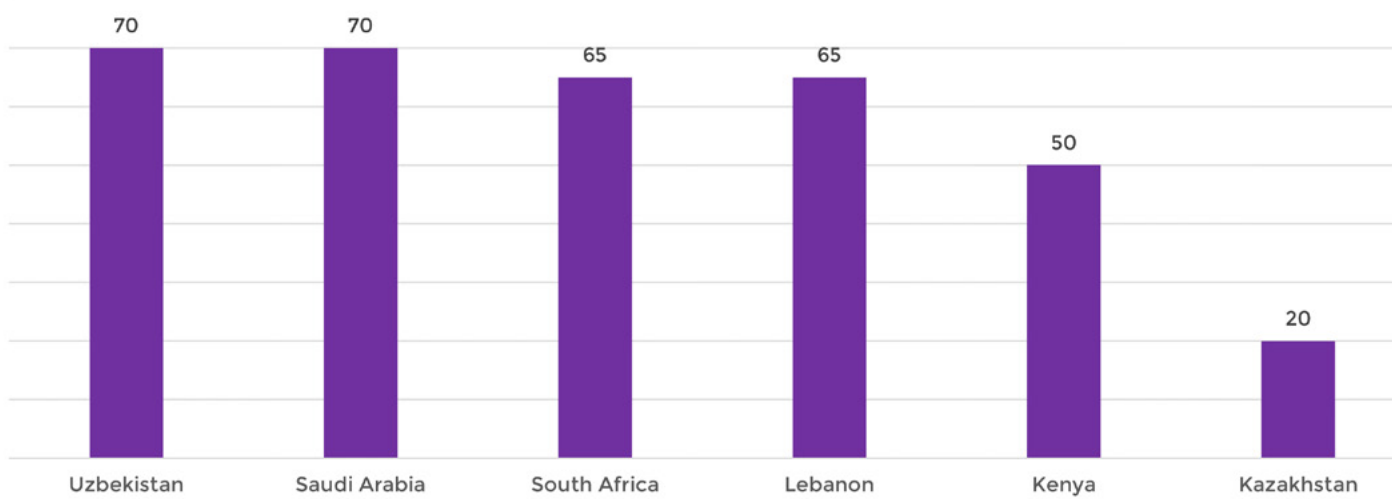
*I-A is the main ranking, corresponding to the group of countries with at least 1 regulatory framework for any product.

Regional Values, Asia-Africa, Heated Tobacco Products I-B*



*I-B corresponds to the group of countries with no regulatory framework for any product.

Regional Values, Asia-Africa, Nicotine Pouches I-A*



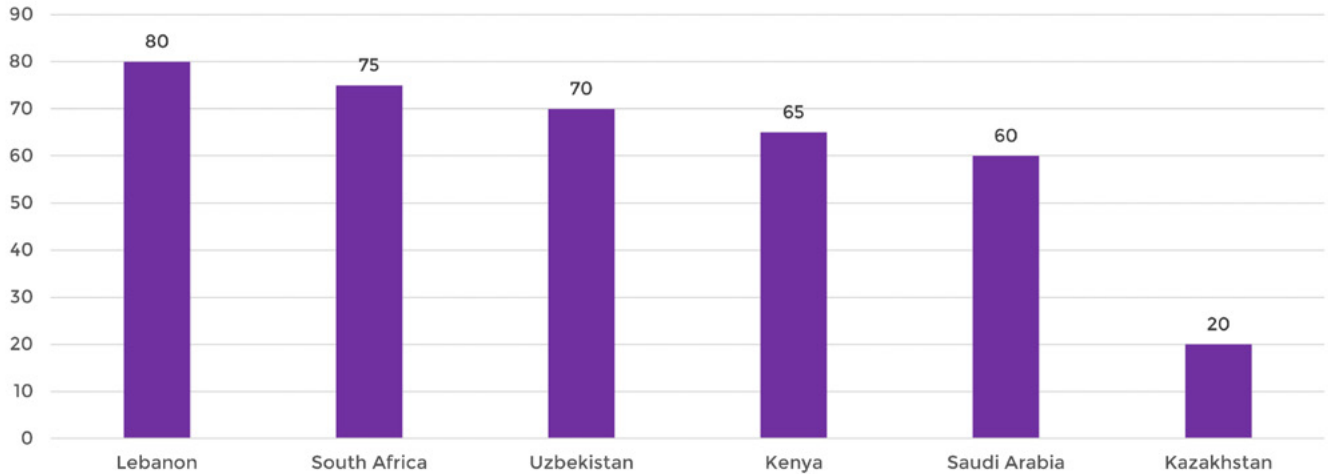
*I-A is the main ranking, corresponding to the group of countries with at least 1 regulatory framework for any product.

Regional Values, Asia-Africa, Nicotine Pouches I-B*



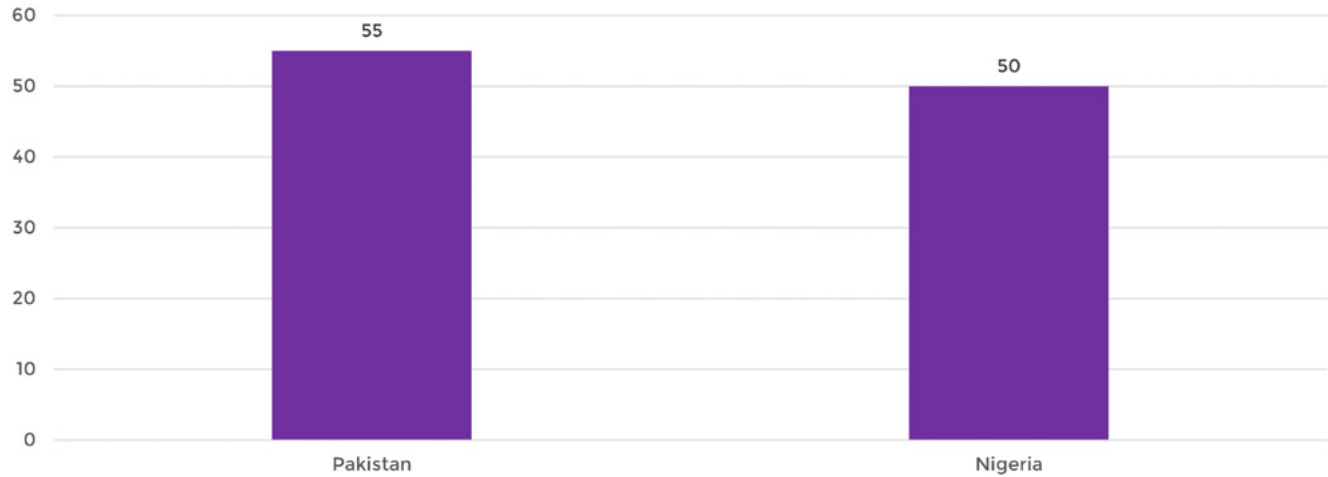
*I-B corresponds to the group of countries with no regulatory framework for any product.

Regional Values, Asia-Africa, Snus I-A*



*I-A is the main ranking, corresponding to the group of countries with at least 1 regulatory framework for any product.

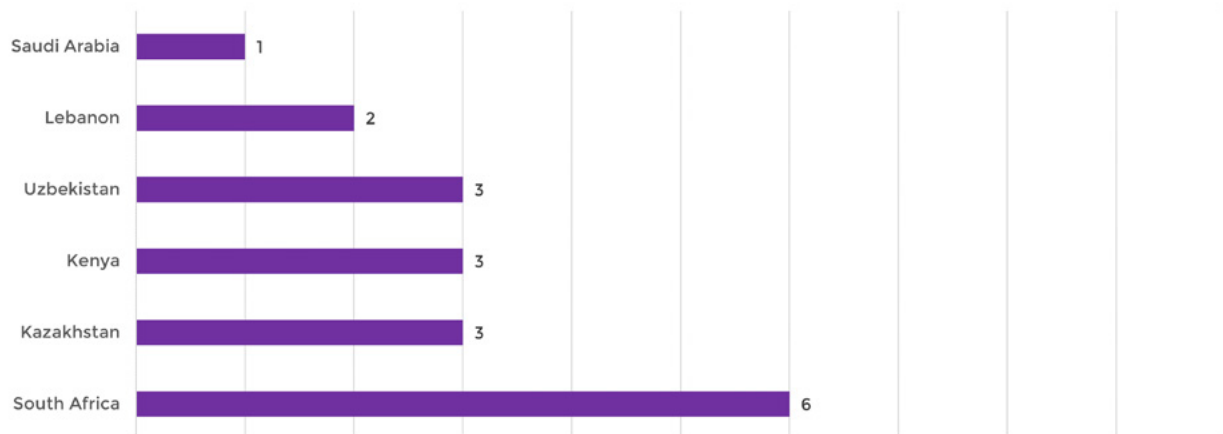
Regional Values, Asia-Africa, Snus I-B*



*I-B corresponds to the group of countries with no regulatory framework for any product.

Regional ranking of the Sub Index by Product

Regional Ranking, Asia-Africa, Vape Products I-A*



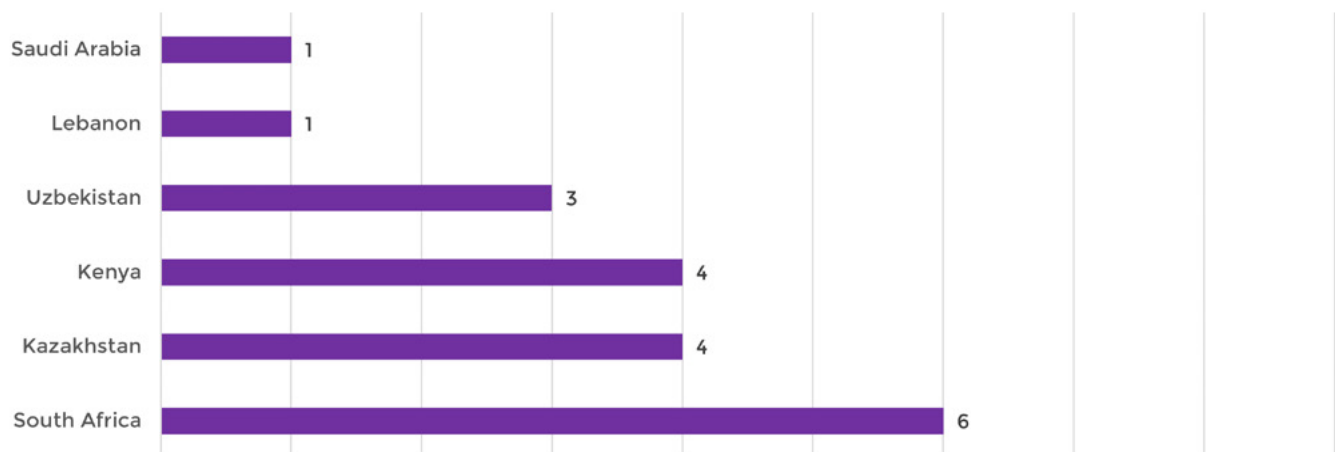
*I-A is the main ranking, corresponding to the group of countries with at least 1 regulatory framework for any product.

Regional Ranking, Asia-Africa, Vape Products I-B*



*I-B corresponds to the group of countries with no regulatory framework for any product.

Regional Ranking, Asia-Africa, Heated Tobacco Products I-A*



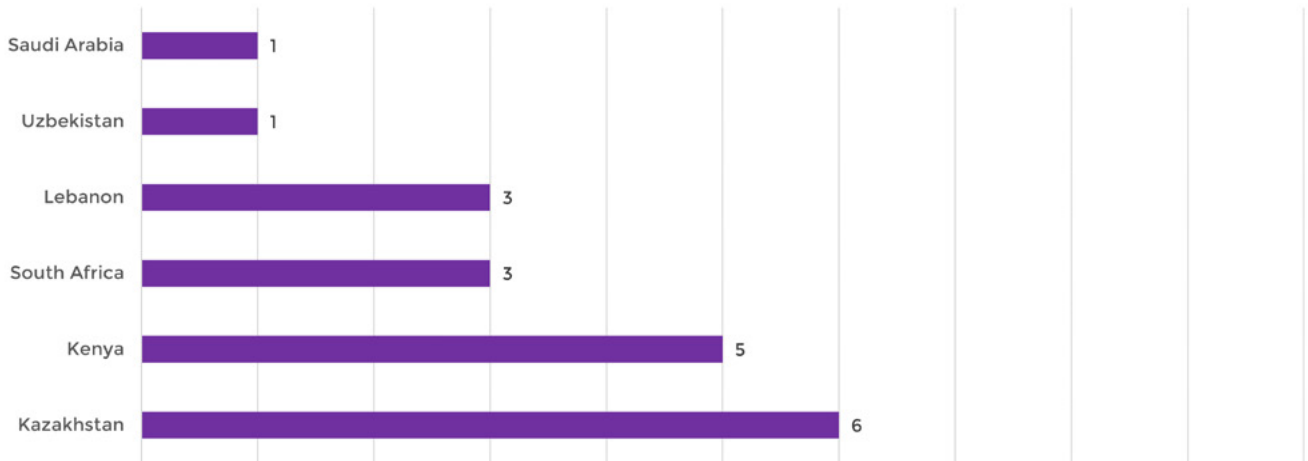
*I-A is the main ranking, corresponding to the group of countries with at least 1 regulatory framework for any product.

Regional Ranking, Asia-Africa, Heated Tobacco Products I-B*



*I-B corresponds to the group of countries with no regulatory framework for any product.

Regional Ranking, Asia-Africa, Nicotine Pouches I-A*



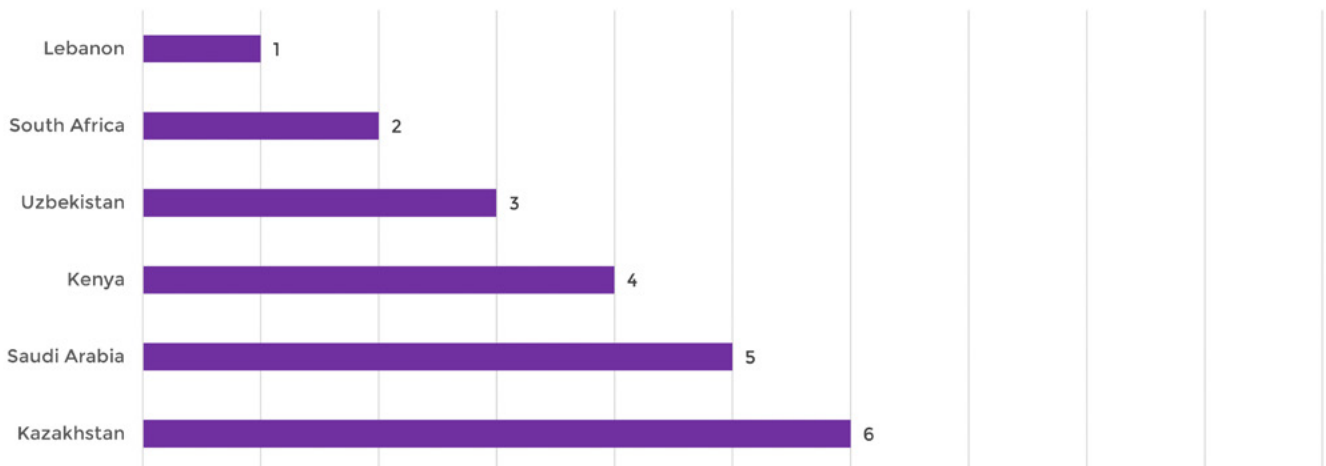
*I-A is the main ranking, corresponding to the group of countries with at least 1 regulatory framework for any product.

Regional Ranking, Asia-Africa, Nicotine Pouches I-B*



*I-B corresponds to the group of countries with no regulatory framework for any product.

Regional Ranking, Asia-Africa, Snus I-A*



*I-A is the main ranking, corresponding to the group of countries with at least 1 regulatory framework for any product.

Regional Ranking, Asia-Africa, Snus I-B*

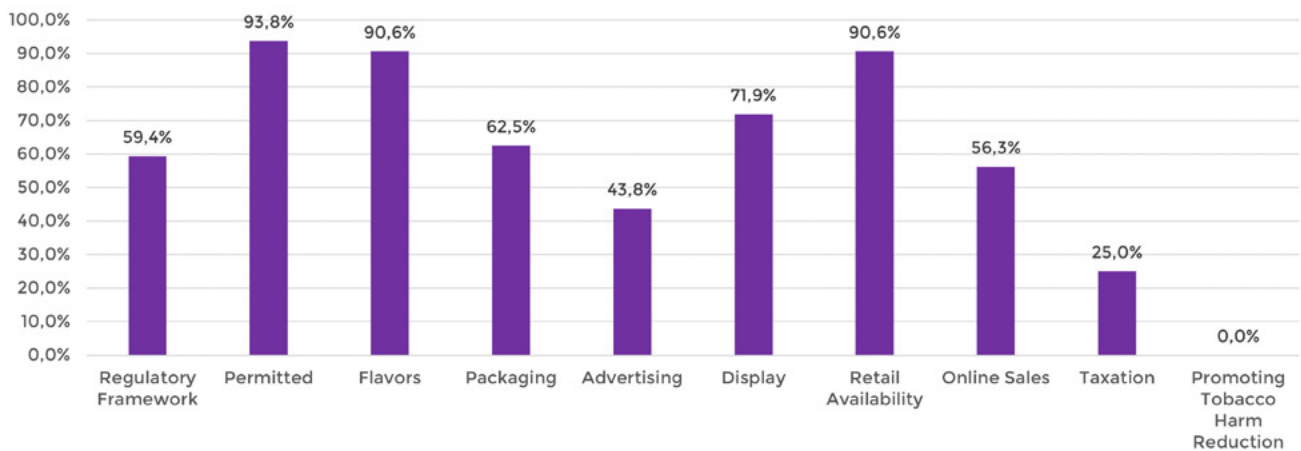


*I-B corresponds to the group of countries with no regulatory framework for any product.

Results by Regions of the Sub Index by Category

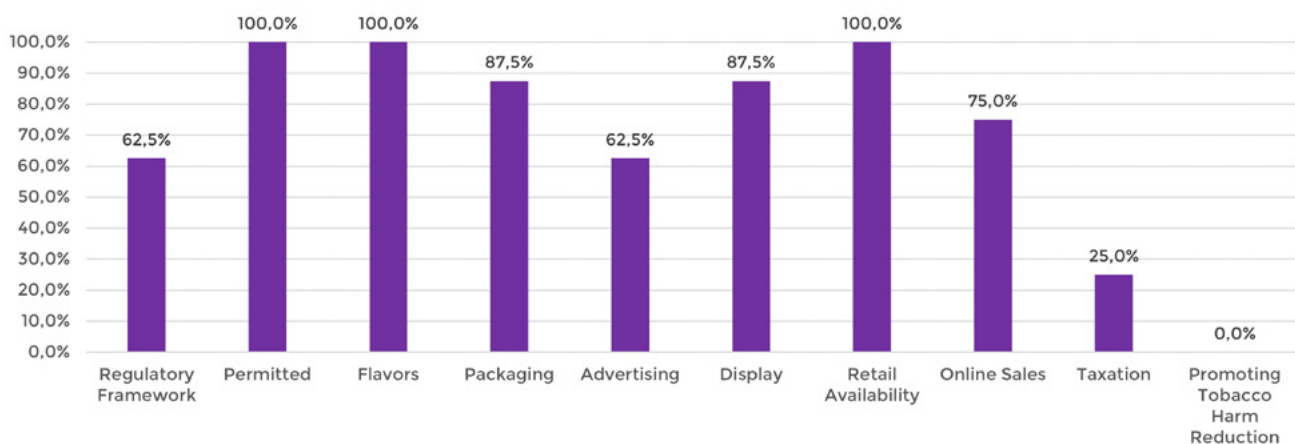
"Good Performances" are defined as meeting the criteria that are considered positive in each category analyzed (see criteria in the Methodology). For example, in the "Permitted" category, a good performance is understood as the case where commercial (non-pharmaceutical) sales are permitted. In that sense, if 80% of the countries have a "good performance" in the "Permitted" category, then 80% of the countries have commercial (non-pharmaceutical) sales permitted.

Percentage of Good Performances per Category, Asia-Africa, weighed for all Products*.

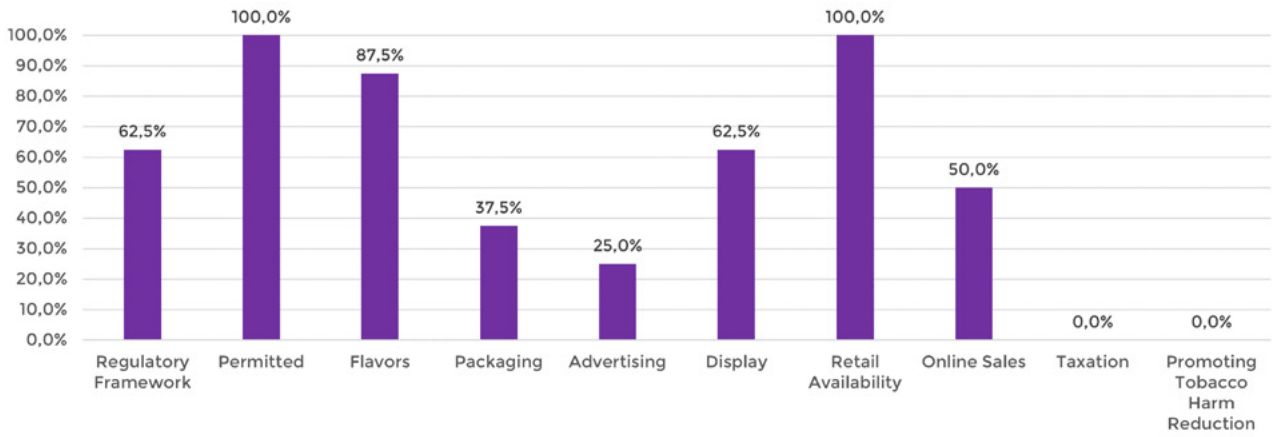


*Same weighing as the one used in the General Index, see methodology

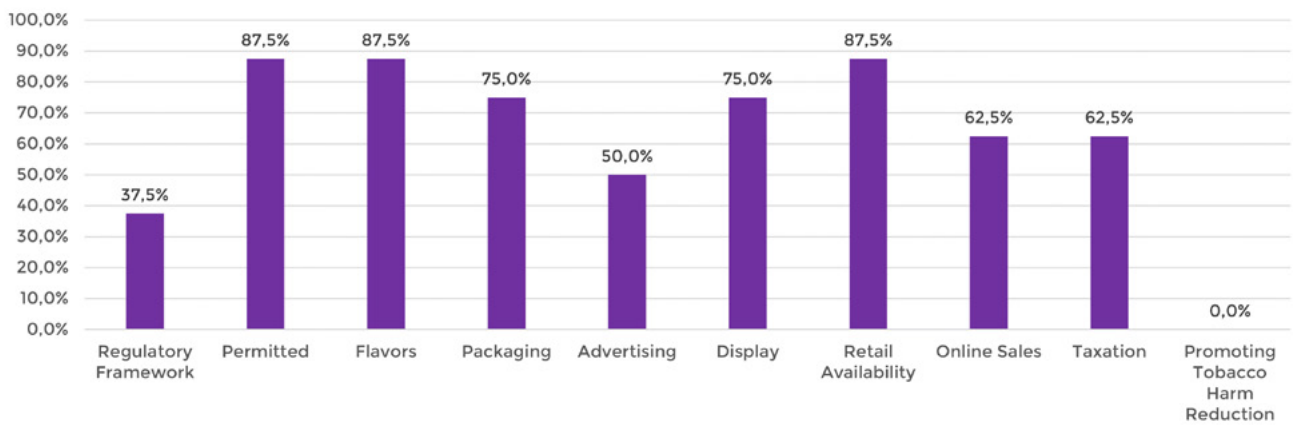
Percentage of Good Performances per Category, Asia-Africa, Vape Products



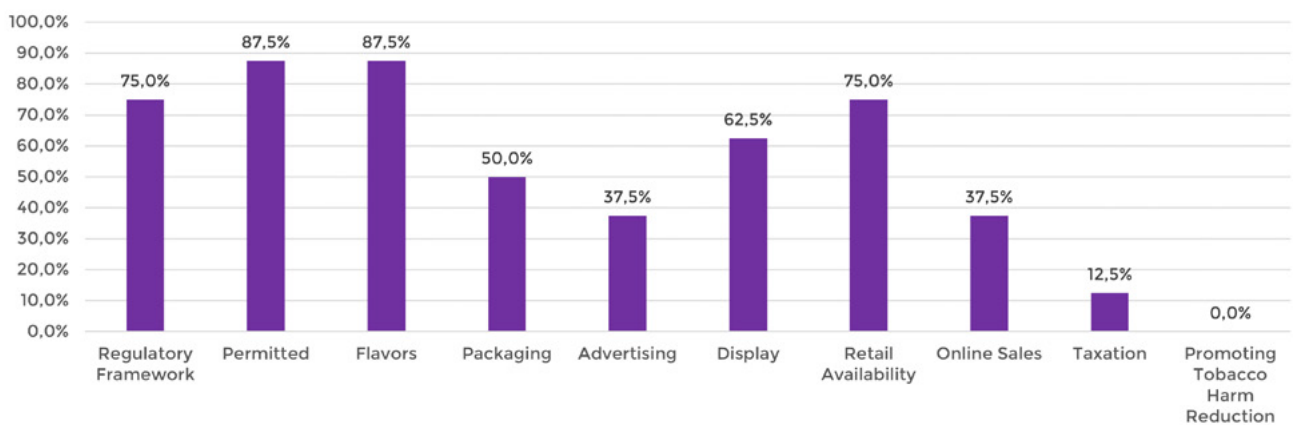
Percentage of Good Performances per Category, Asia-Africa , Heated Tobacco Products



Percentage of Good Performances per Category, Asia-Africa , Nicotine Pouches



Percentage of Good Performances per Category, Asia-Africa , Snus

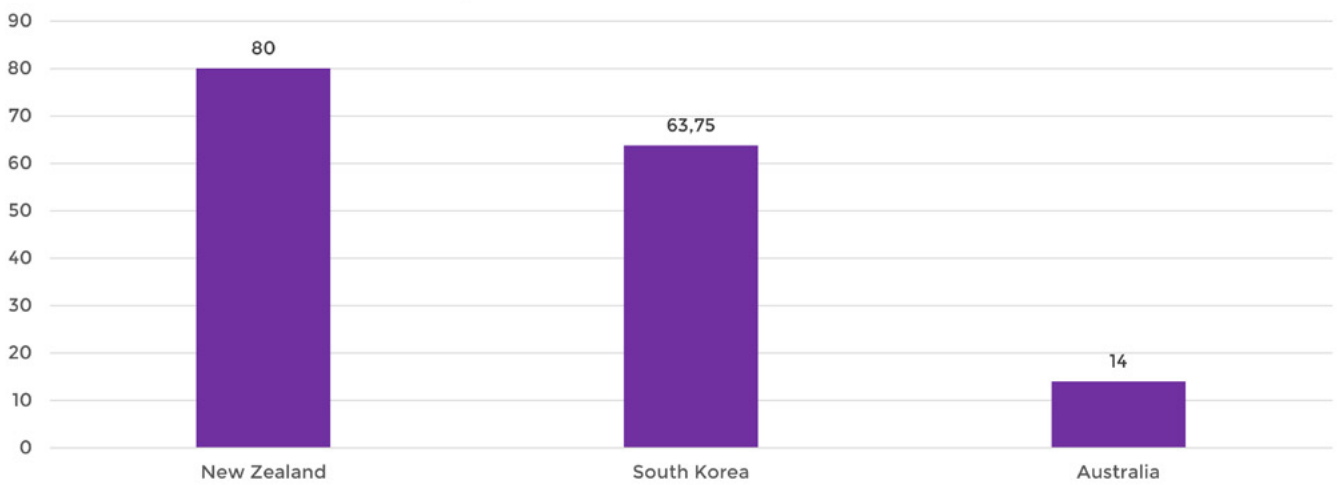


Asia-Oceania Region



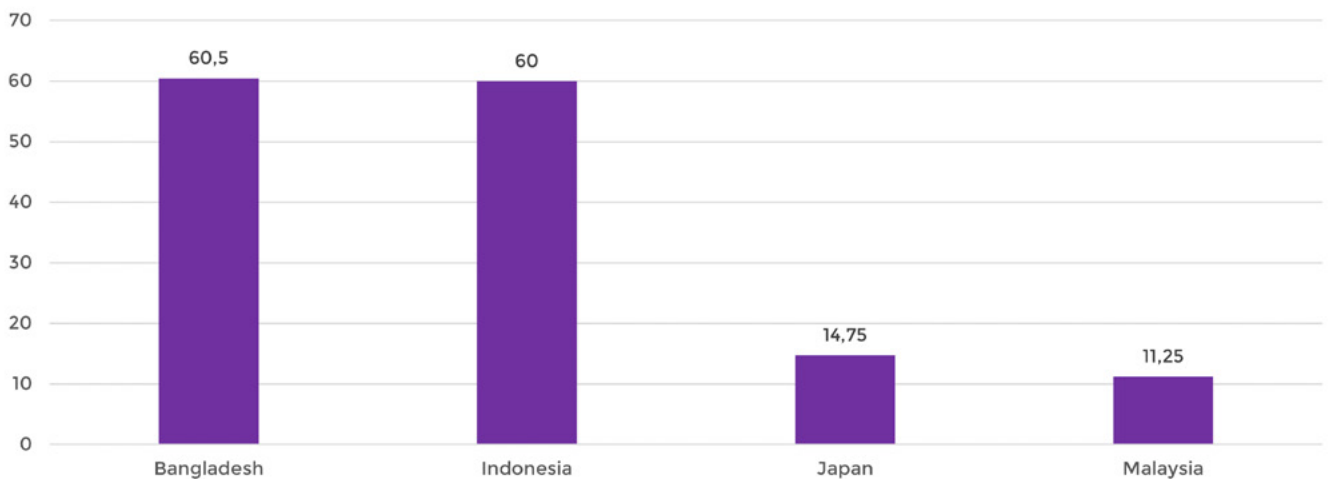
Results by Regions of the General Index

Regional Values, Asia-Oceania I-A*



*I-A is the main ranking, corresponding to the group of countries with at least 1 regulatory framework for any product.

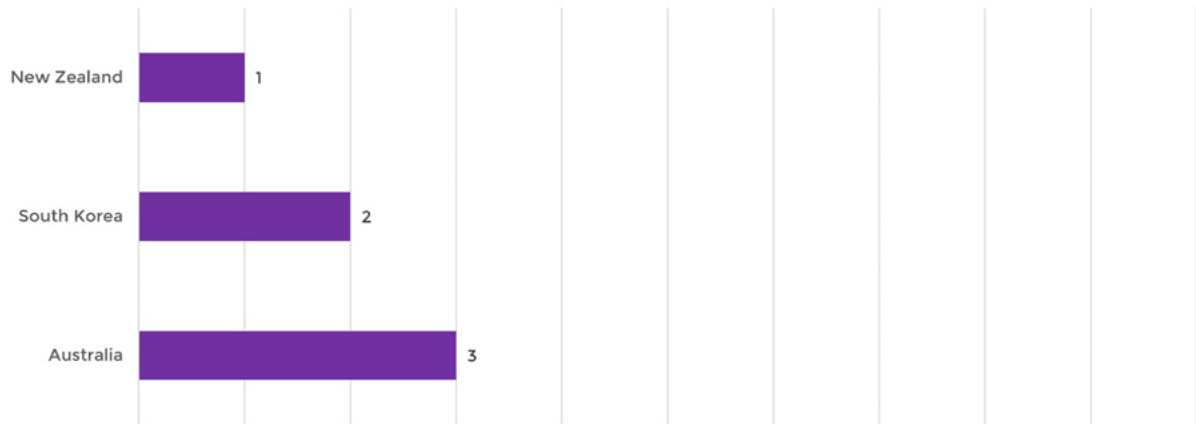
Regional Values, Asia-Oceania I-B*



*I-B corresponde al grupo de países que no contienen ningún marco regulatorio ningún producto

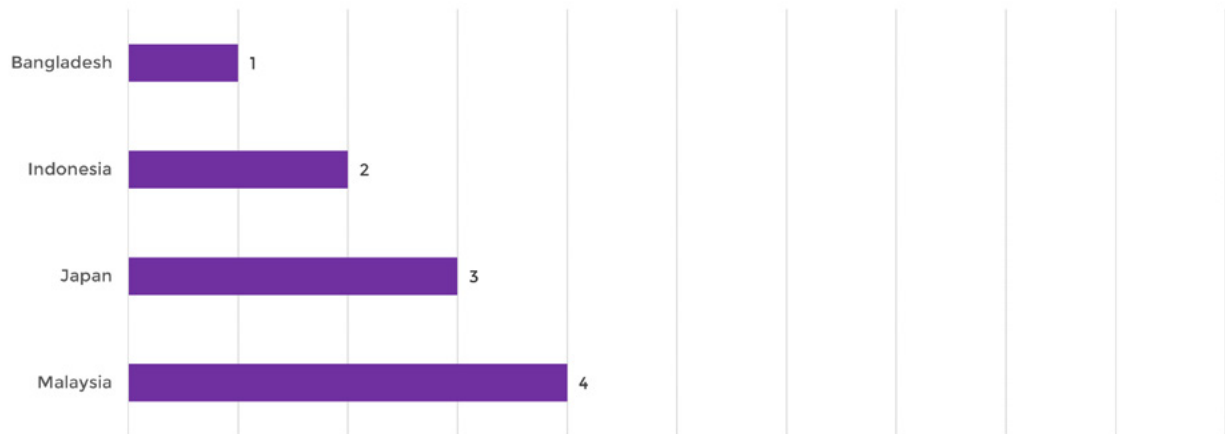
General Index Regional Rankings

Regional Ranking, Asia-Oceania I-A*



*I-A is the main ranking, corresponding to the group of countries with at least 1 regulatory framework for any product.

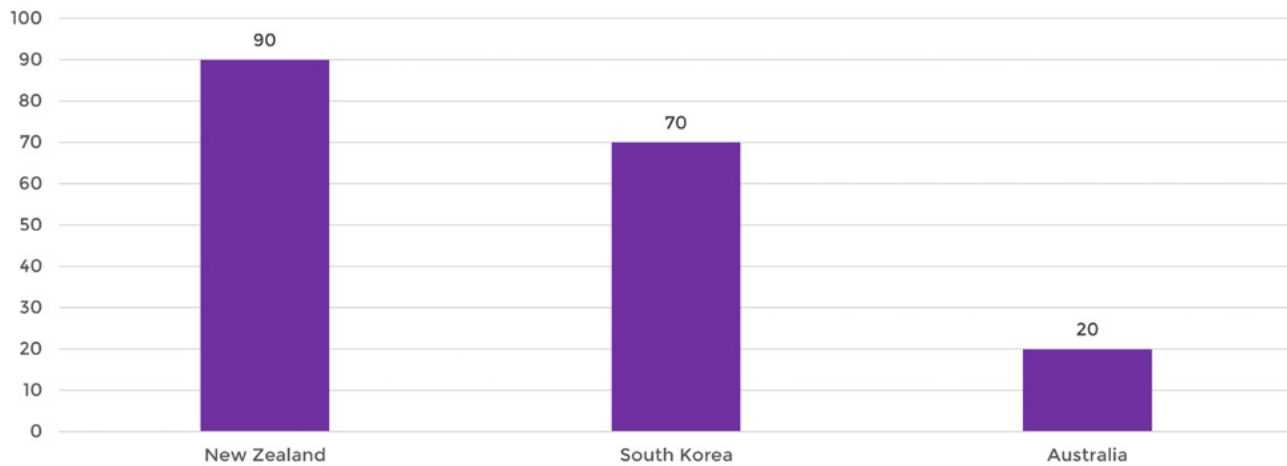
Regional Ranking, Asia-Oceania I-B*



*I-B corresponds to the group of countries with no regulatory framework for any product.

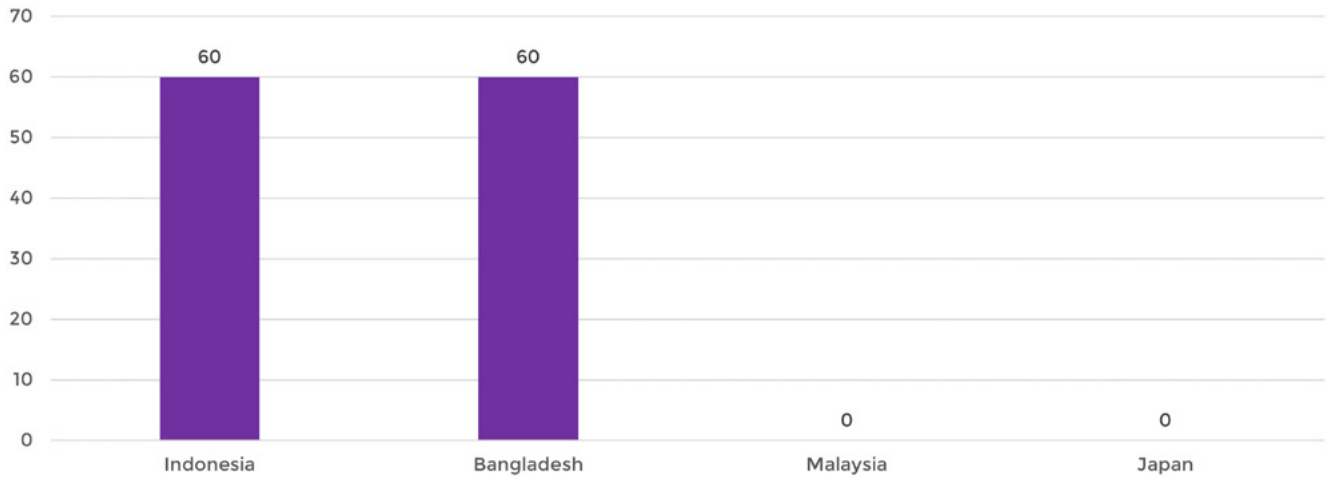
Results by Regions of the Sub Index by Product

Regional Values, Asia-Oceania, Vape Products I-A*



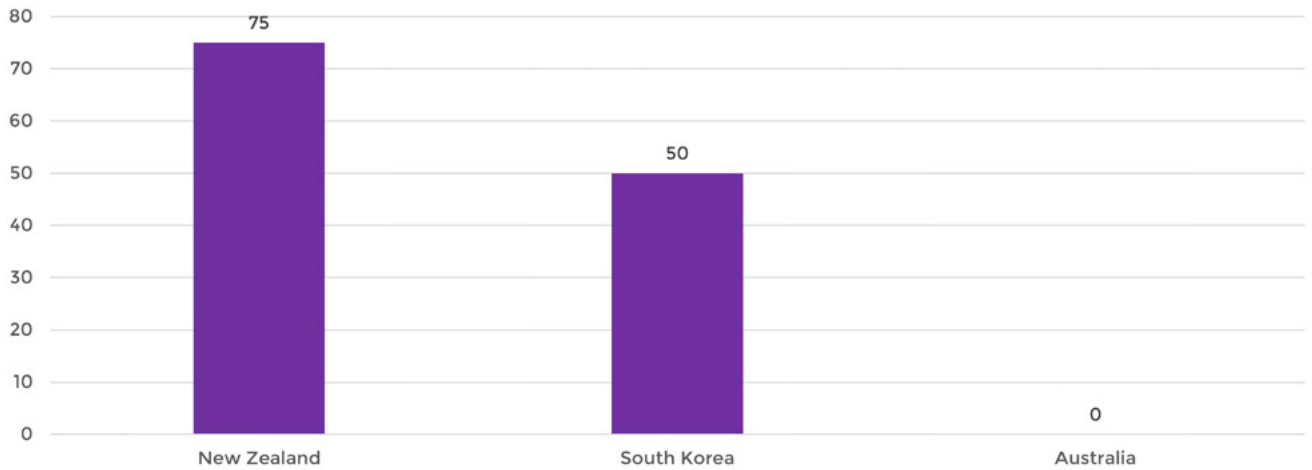
*I-A is the main ranking, corresponding to the group of countries with at least 1 regulatory framework for any product.

Regional Values, Asia-Oceania, Vape Products I-B*



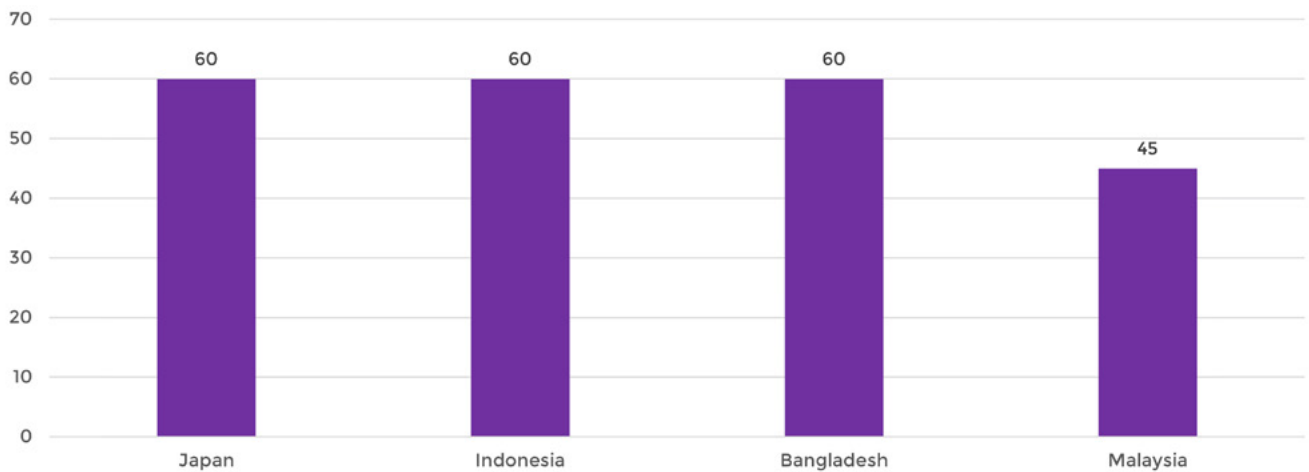
*I-B corresponds to the group of countries with no regulatory framework for any product.

Regional Values, Asia-Oceania, Heated Tobacco Products I-A*



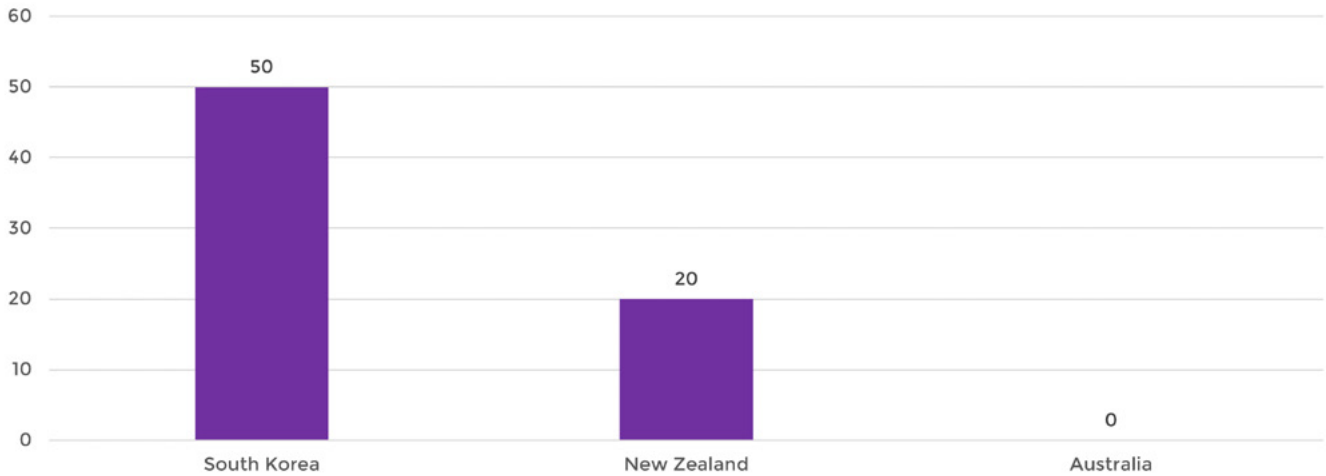
*I-A is the main ranking, corresponding to the group of countries with at least 1 regulatory framework for any product.

Regional Values, Asia-Oceania, Heated Tobacco Products I-B*



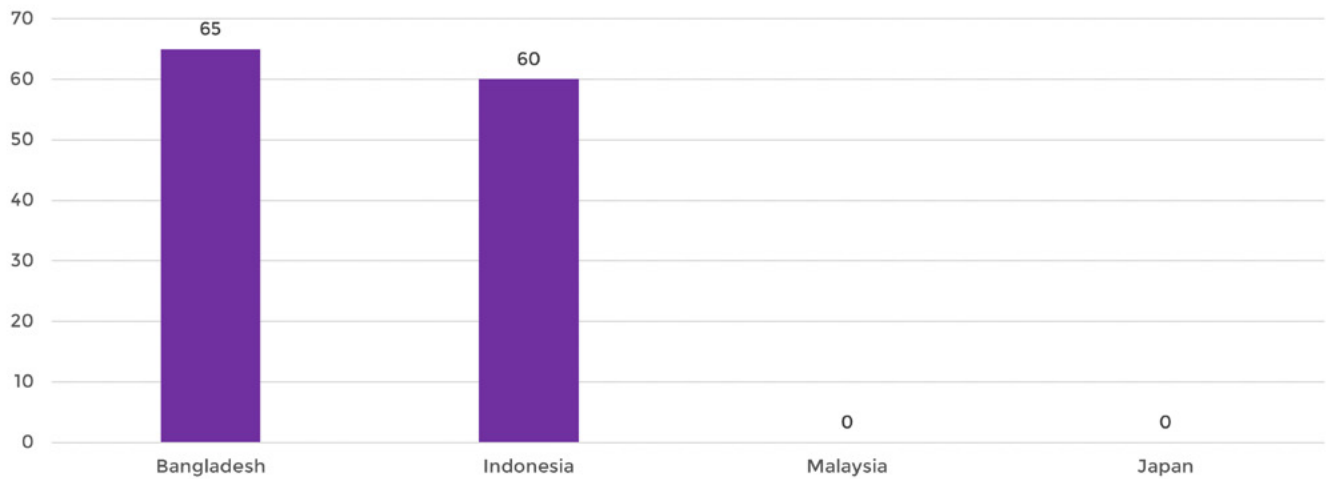
*I-B corresponds to the group of countries with no regulatory framework for any product.

Regional Values, Asia-Oceania, Nicotine Pouches I-A*



*I-A is the main ranking, corresponding to the group of countries with at least 1 regulatory framework for any product.

Regional Values, Asia-Oceania, Nicotine Pouches I-B*



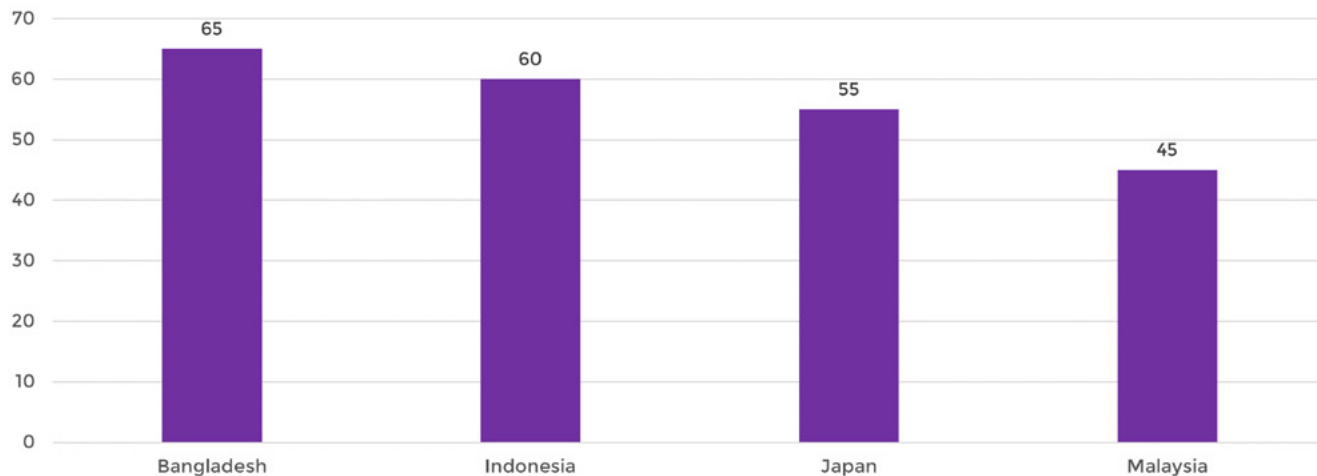
*I-B corresponds to the group of countries with no regulatory framework for any product.

Regional Values, Asia-Oceania, Snus I-A*



*I-A is the main ranking, corresponding to the group of countries with at least 1 regulatory framework for any product.

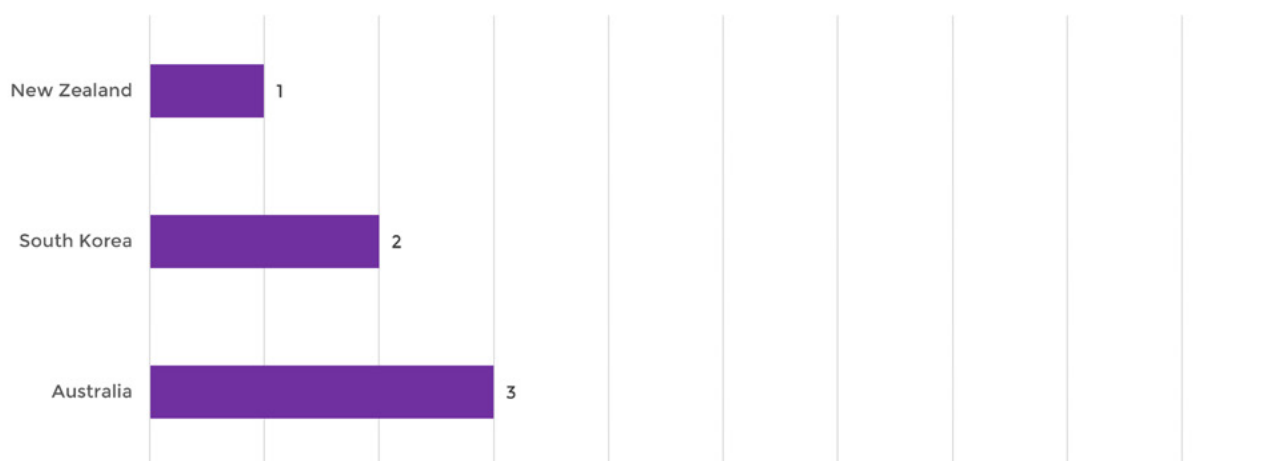
Regional Values, Asia-Oceania, Snus I-A*



*I-B corresponds to the group of countries with no regulatory framework for any product.

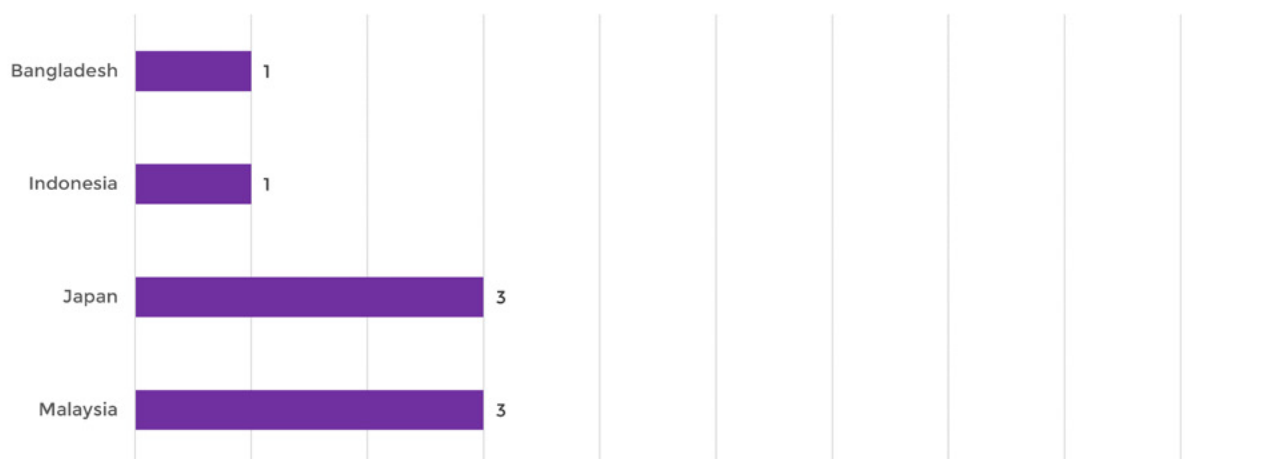
Regional ranking of the Sub Index by Product

Regional Ranking, Asia-Oceania, Vape Products I-A*



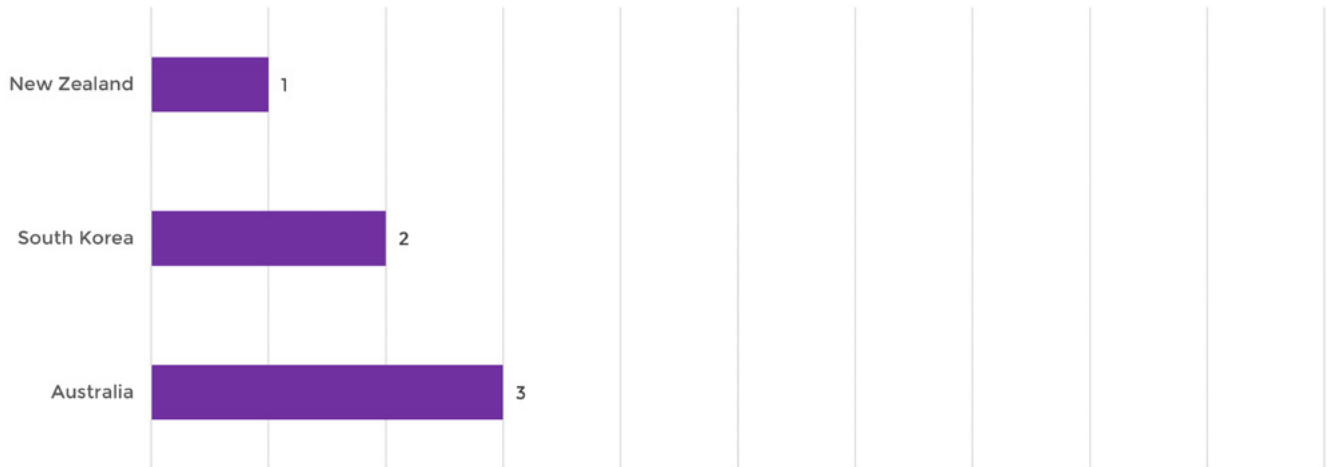
*I-A is the main ranking, corresponding to the group of countries with at least 1 regulatory framework for any product.

Regional Ranking, Asia-Oceania, Vape Products I-B*



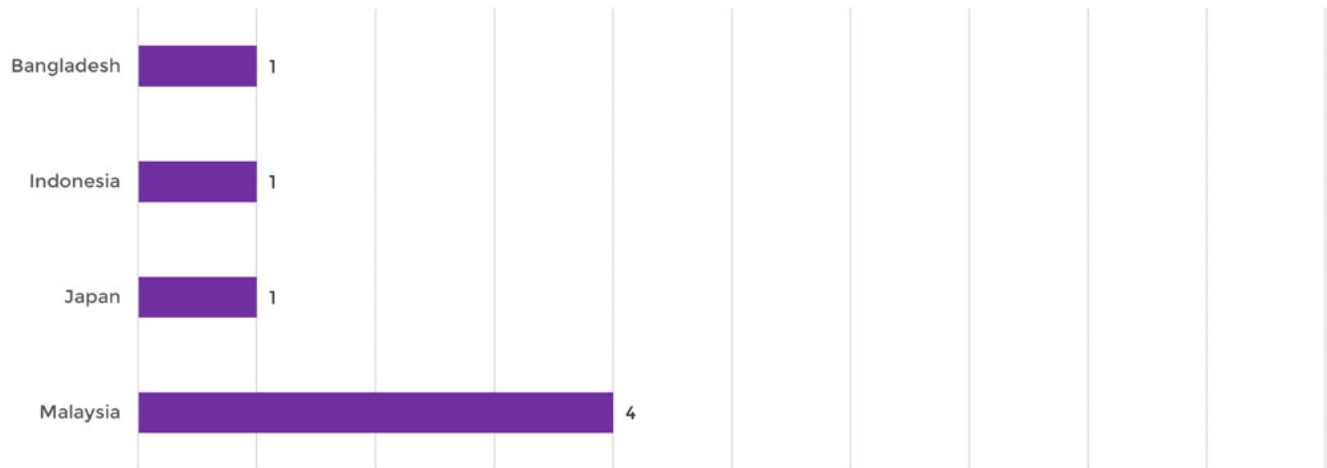
*I-B corresponds to the group of countries with no regulatory framework for any product.

Ranking Regional Asia-Oceanía Productos de Tabaco Calentado I-A*



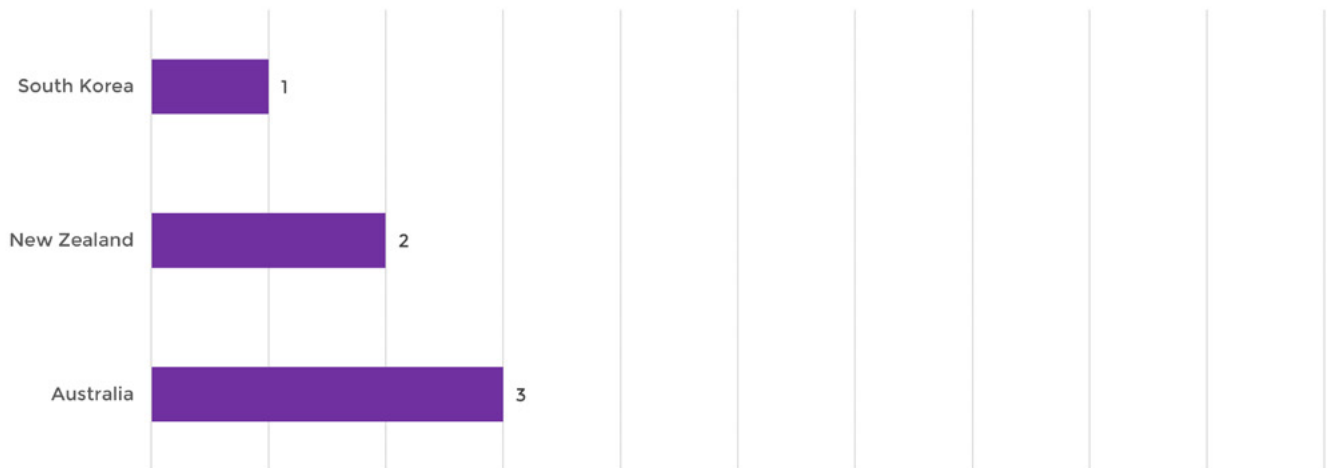
*I-A is the main ranking, corresponding to the group of countries with at least 1 regulatory framework for any product.

Ranking Regional Asia-Oceanía Productos de Tabaco Calentado I-B*



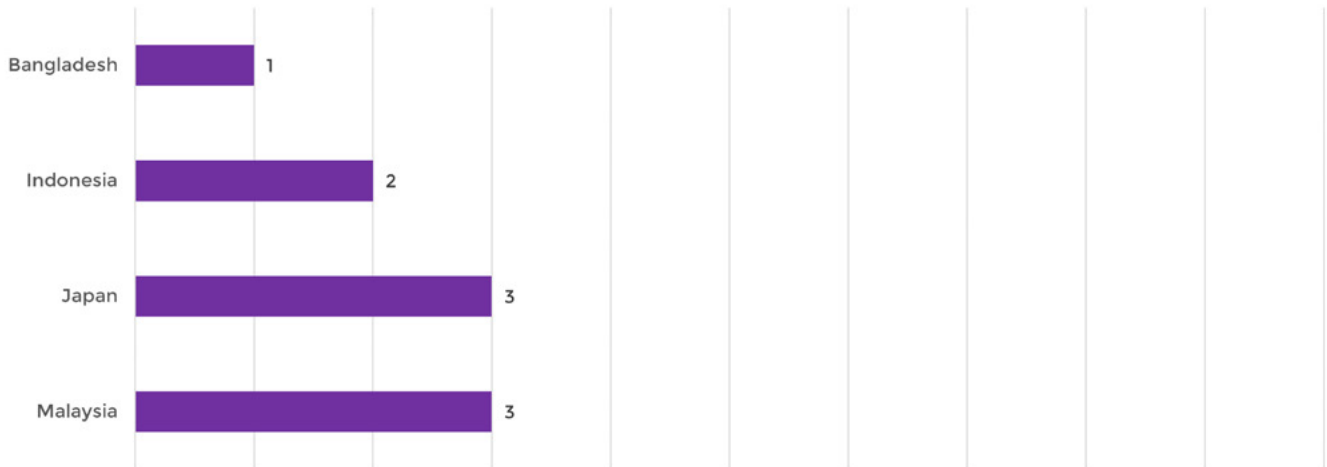
*I-B corresponds to the group of countries with no regulatory framework for any product.

Regional Ranking, Asia-Oceania, Nicotine Pouches I-A*



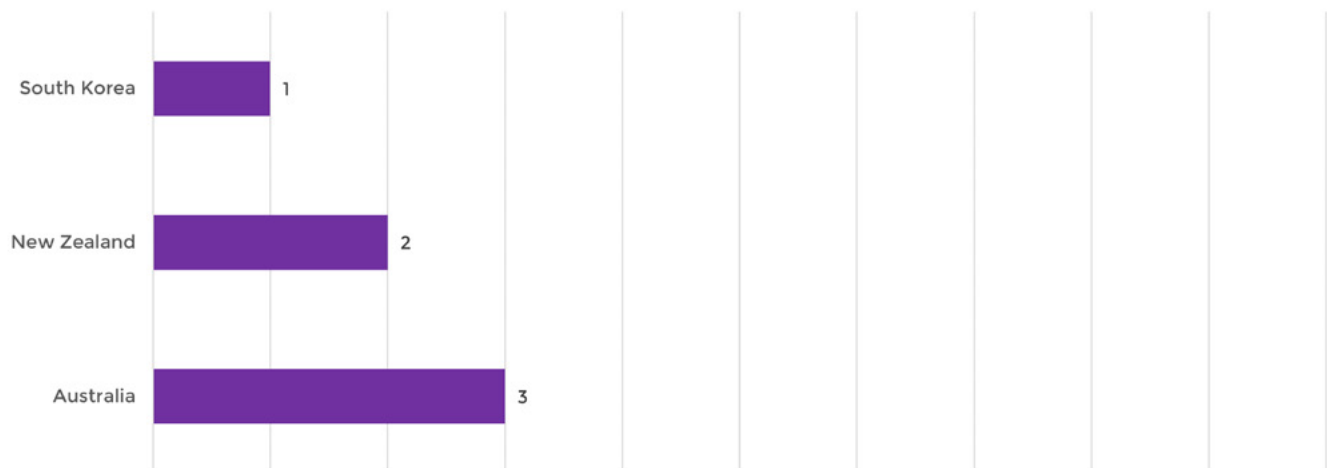
*I-A is the main ranking, corresponding to the group of countries with at least 1 regulatory framework for any product.

Regional Ranking, Asia-Oceania, Nicotine Pouches I-B*



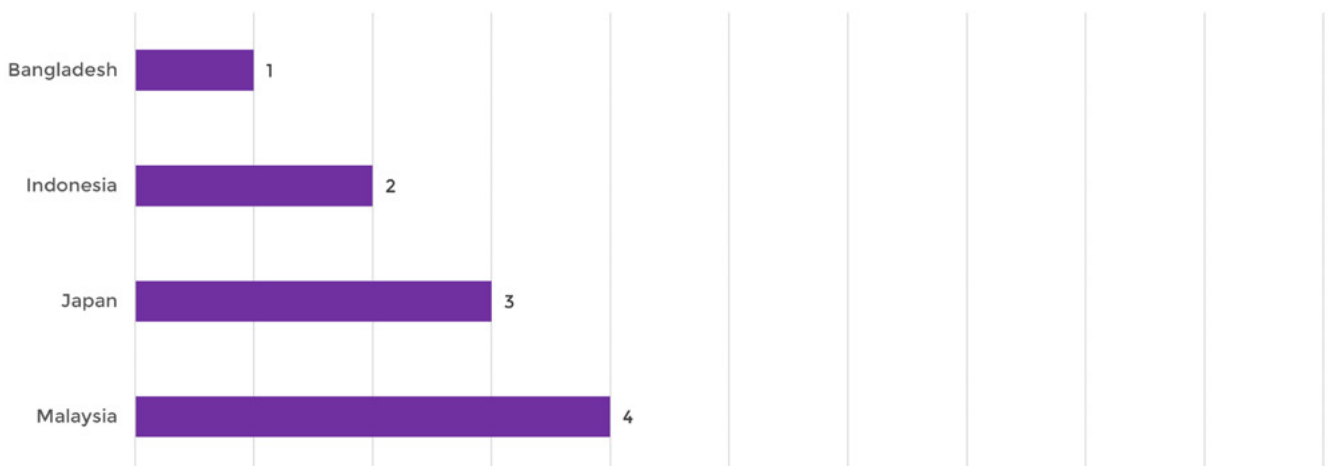
*I-B corresponds to the group of countries with no regulatory framework for any product.

Regional Ranking, Asia-Oceania, Snus I-A*



*I-A is the main ranking, corresponding to the group of countries with at least 1 regulatory framework for any product.

Regional Ranking, Asia-Oceania, Snus I-B*

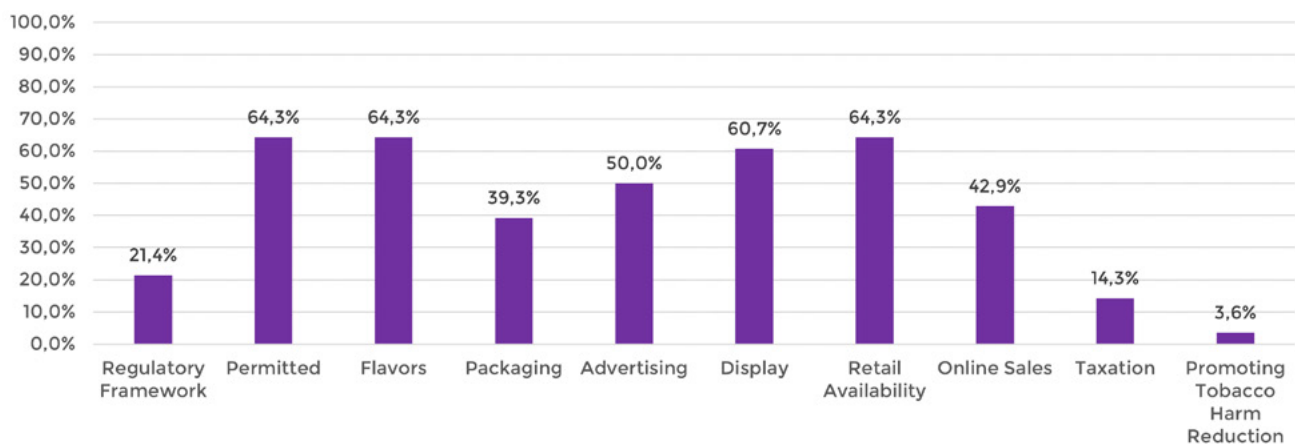


*I-B corresponds to the group of countries with no regulatory framework for any product.

Results by Regions of the Sub Index by Category

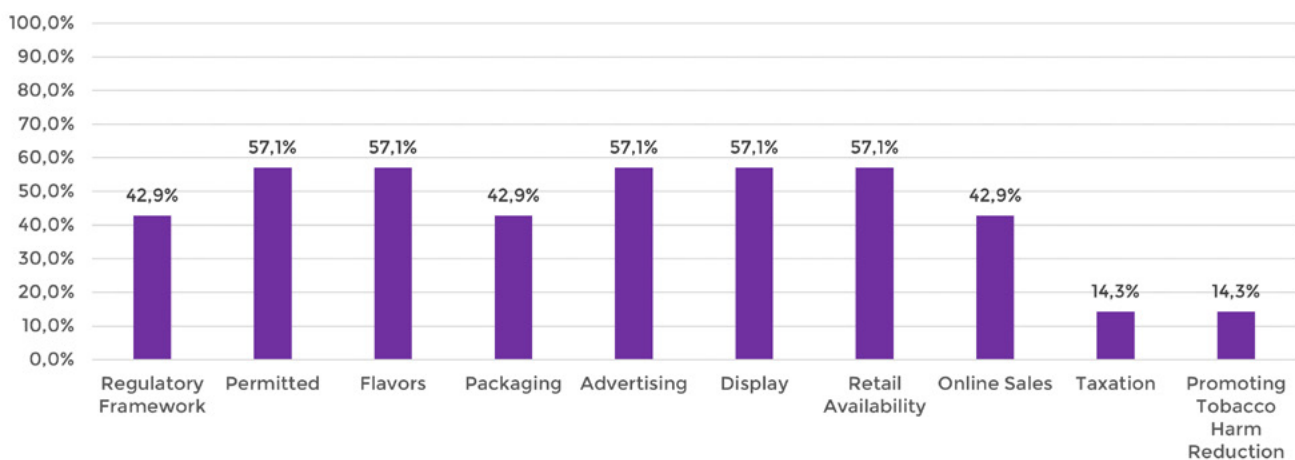
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Percentage of Good Performances per Category, Asia-Oceania , weighed for all Products*.

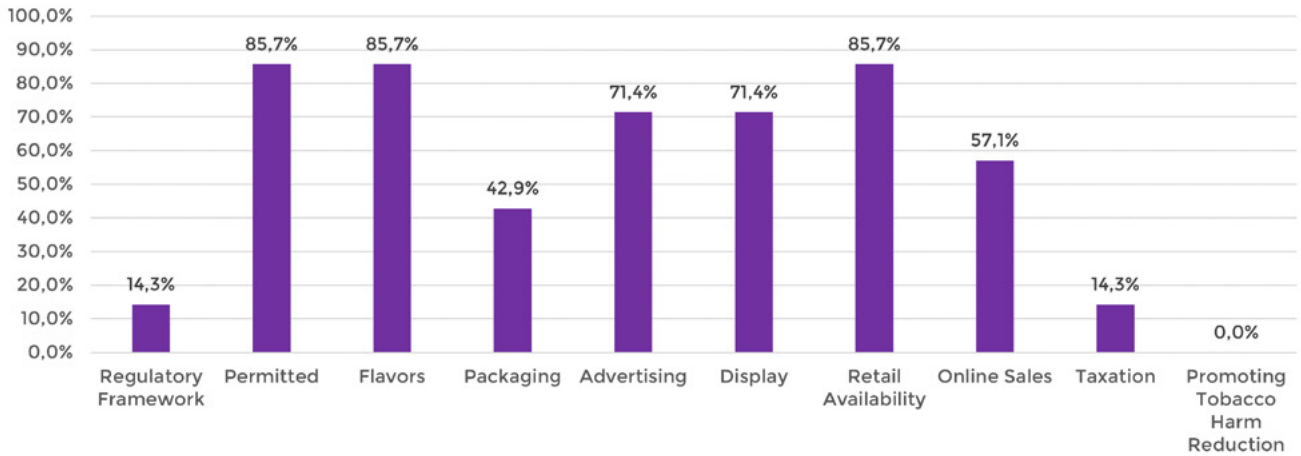


*Same weighing as the one used in the General Index, see methodology

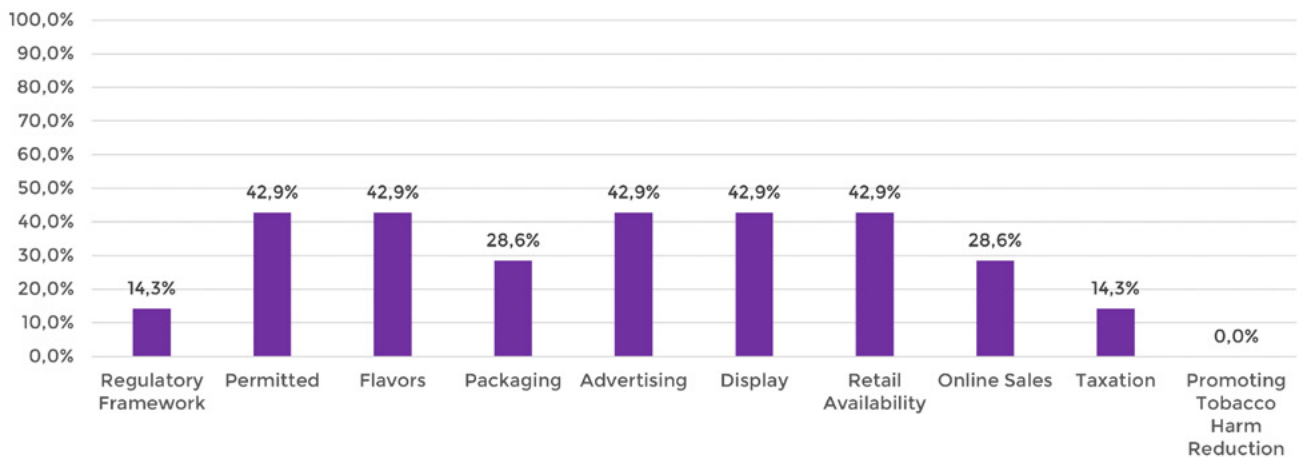
Percentage of Good Performances per Category, Asia-Oceania , Vape Products



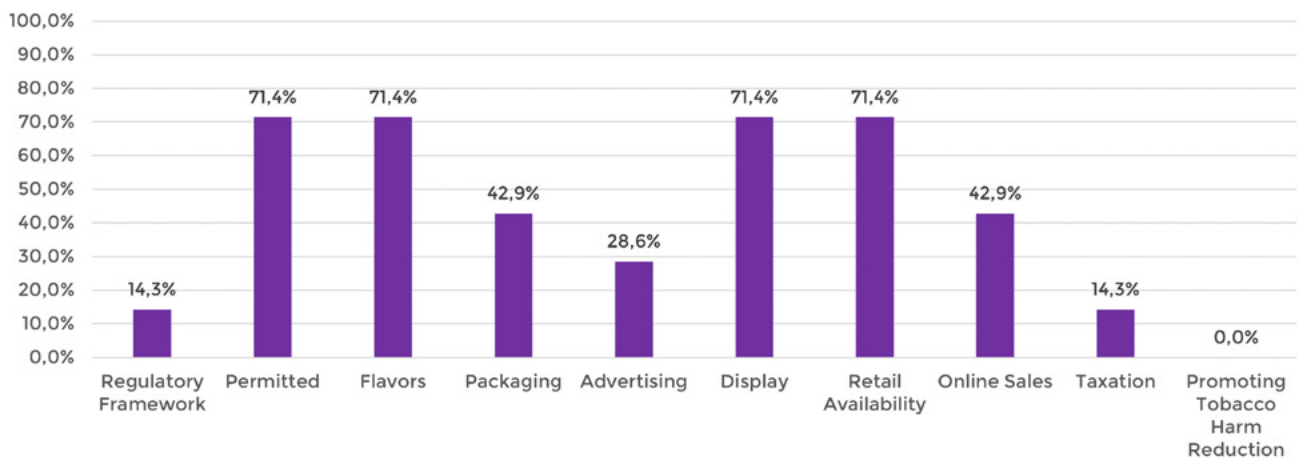
Percentage of Good Performances per Category, Asia-Oceania , Heated Tobacco Products



Percentage of Good Performances per Category, Asia-Oceania , Nicotine Pouches



Percentage of Good Performances per Category, Asia-Oceania , Snus



Conclusions and Public Policy General Recommendations

Smoking and Harm Reduction: A Public Policy that Saves Lives

As explained in the article “Evidence, alarm, and the debate over vape products” published [December 13, 2019 in the journal Science](#) by researchers Amy Fairchild, Cheryl Heaton, James Curran, David Abrams, and Ronald Bayer: “This is a moment for legitimate alarm at the intersection of two distressing but distinct epidemiological patterns involving vape products (“vaping”): an increase in vaping among youth and a sudden outbreak of acute lung injuries and deaths in the United States, associated most strongly with vaping tetrahydrocannabinol (THC), the main psychoactive compound in cannabis. Discussions of vaping, however, often neglect distinctions between nicotine and THC; between adults and youth; and between products obtained through the retail and black markets. As we move to confront these challenges, we face the danger that justifiable alarm will turn alarmist, short-circuiting careful

“...the evidence warns against prohibitionist measures.”

analysis of the full range of evidence and focusing attention on the most frightening, thus enhancing the prospect of adopting counterproductive policy. We suggest that the evidence warns against prohibitionist measures. Restricting access and appeal among less harmful vaping products out of an abundance of caution while leaving deadly combustible products on the market does not protect public health. It threatens to derail a trend that could hasten the demise of cigarettes, poised to take a billion lives this century.”

Therefore, in line with the above and based on the existing evidence and scientific consensus, we recommend 7 general guidelines for public policy on Non-Combusted Nicotine Products (NCNP):

- Abandonment of the General Bans on Display, Advertising, Packaging and Use of NCNPs:

The ban on NCNPs has serious health consequences for smokers and will end up promoting smoking and smoking-related deaths. By banning the display, advertising and restricting the use of vape and heated tobacco products, the laws will reduce the potential of these substantially less harmful instruments that save thousands of lives every year by preventing people from switching to regular cigarettes, allowing smokers to use them as a replacement for cigarettes, and many others to quit smoking for good. These products should not be equated to cigarettes and need a sensible regulatory framework for [harm reduction](#) based on scientific evidence, which considers them as a health tool, establishes quality standards and avoids their use by minors.

[Studies](#) abound, such as those conducted by Public Health England, suggesting that vaping is 95% less risky than traditional combustion cigarettes. The [prestigious scientific journal Science](#) has recently published an article criticizing the unjustified alarmism against vaping and tobacco heating alternatives. It states that “there is solid scientific evidence that nicotine vaping is much safer than smoking” and recommends promoting it as a method to quit smoking or to avoid starting to smoke. The specialized literature agrees that vaping and other NCNPs are far more effective than NRTs. As the Science article explains “Regarding the use of vape products in general, the US FDA and PHE in the UK, which carefully tracked the evidence, were open to harm reduction, describing the importance of recogni-

“The prestigious scientific journal Science has recently published an article criticizing the unjustified alarmism against vaping and tobacco heating alternatives”

zing a continuum of risk, with combustible products at the other end of that continuum. Even some early skeptics of nicotine vaping changed their minds and began to pay attention to scientific evidence that increasingly addressed uncertainties when it came to a harm reduction approach. However, with varying degrees of enthusiasm and intent, harm reduction was the new *lingua franca* for 2017 (As can be seen [here](#)¹).” Therefore, it is not only essential that governments incorporate the evidence suggesting the substantial lower toxicity of NCNPs compared to combustible tobacco, but also that they develop regulations and policies aimed at harm reduction, understood as the implementation of strategies that weigh costs and benefits and are based on effective results to minimize health impairments, instead of utopian and impractical proposals that only generate more harm by expecting from the population ideal behaviors that are not in line with history, science or current reality.

The advertising of NCNPs should not be subject to banning, nor should the clarifications made therein be contrary to scientific information. Neither should differentiation between brands be avoided, nor should written or graphic warnings be used with the intention of discouraging their use. Both physical and online marketing must be allowed without access restrictions. The display of products should be free, both in the shop windows and on the shelves inside the store exposed to customers, allowing, as far as possible, that customers have direct access to compare and choose between products rather than requiring the assistance of a sales person. In turn, clarifications on packaging should not be contrary to scientific information, should not avoid differentiation between brands, and should not use written or graphic warnings intended to discourage their use. NCNPs should not be regulatory equals to combustible tobacco products, nor should there be limitations on their manufacture, distribution and marketing. Both physical and online sales should be permitted and the use and consumption of the product should not be limited in general or in outdoor or indoor public spaces. In this sense, although the term “electronic cigarette” is widely used in scientific literature and popular culture, it is convenient to promote its denomination as “products” or “devices” for vaping (which is why we have referred to them in this way in the present work, including the translations of quotations made).

- Caution on Nicotine Content Limitations:

Mistakenly, four out of ten smokers and ex-smokers think that nicotine causes most smoking-related cancers, when the evidence shows that nicotine actually carries minimal risk of health harm. In adult smokers, there is strong scientific evidence that nicotine vaping is much safer than smoking. In a 2018 report by the U.S. National Academies of Sciences, Engineering and Medicine. (NASEM), commissioned by the FDA, a panel of experts systematically reviewed the scientific evidence and determined that “there is conclusive evidence that complete substitution of nicotine in combustible tobacco cigarettes for nicotine use in vaping reduces users’ exposure to numerous toxicants and carcinogens present in cigarettes” (As seen [here](#)²), consistent with other important evidence and systematic reviews (As seen [here](#)³ , [here](#)⁴ and [here](#)⁵). Therefore, it is crucial to accurately communicate the absolute and relative harms of vaping nicotine or consuming nicotine in any of its for-

“...la evidencia muestra que la nicotina en realidad conlleva un riesgo mínimo de daño a la salud.”

ms by NCNP means compared to smoking, with the goal of enabling smokers to make informed decisions. As the Science article explains “The most conservative estimates suggest that if nicotine vaping were to replace regular cigarettes over the next 10 years, 1.6 million premature deaths would be averted and 20.8 million quality-adjusted life-years would be saved in the United States alone. The greatest gains would be among the youngest cohorts (as can be seen [here](#)⁶). Worldwide, more than 8 million smokers will die prematurely from cigarette smoking, not nicotine, in 2019 alone. The potential benefit of non-combustion, innovative and appropriately regulated modes of nicotine delivery could have a tremendous impact globally.”

As regards limiting nicotine content, this can have serious unintended consequences for public health. There is **ample**

1 <https://pubmed.ncbi.nlm.nih.gov/29342380/>

2 <https://pubmed.ncbi.nlm.nih.gov/29894118/>

3 <https://pubmed.ncbi.nlm.nih.gov/29944902/>

4 <https://www.gov.uk/government/publications/e-cigarettes-and-heated-tobacco-products-evidence-review/evidence-review-of-e-cigarettes-and-heated-tobacco-products-2018-executive-summary>

5 <https://jamanetwork.com/journals/jamanetworkopen/fullarticle/2718096>

6 <https://tobaccocontrol.bmj.com/content/27/1/18>

evidence of what is known as the “iron law of prohibition”, whereby efforts to interrupt and suppress the supply of drugs or a product (in this case cigarettes or NCNP) by making it illicit produce economic and logistical pressures that favor ever more compact and potent substitutes. This iatrogenic progression towards ever more potent products is explained by a process that is well established in history. In socioeconomic terms, where there is demand there will be supply, especially if we are talking about a demand that has an addictive relationship with the desired good, so illegalizing a product does not tend to reduce the demand for it. Forcing a product into the illegal market ensures that suppliers will generally be organized crime syndicates, cartels, terrorist groups, mafias and other gangs willing to break the law and take greater risks. The greatest cost faced by smugglers and producers is to avoid detection by the authorities. To do so, black market manufacturers and transporters are incentivized to produce and market products in more concentrated and potent forms. These more potent forms are more profitable because they require less storage space, can be sold at higher prices and weigh less in transport. This phenomenon happened perfectly during the era of alcohol banning in the 1920s in the U.S., when demand and smuggling shifted from beer to liquor and other products with higher alcohol content. Distilled alcohol and fortified wines became almost 90% of alcohol consumption after Prohibition, up from 40% prior to Prohibition. Something similar happened in the first two decades of the 21st century in the US with [Fentanyl in the context of the opioid crisis](#), a synthetic opioid 50 to 100 times more potent than heroin. At the same time, there is a parallel phenomenon whereby, even without going to these extremes, limiting the nicotine content of NCNPs can encourage users to return to cigarettes in search of higher doses of nicotine, generating serious health consequences. In turn, even limiting the nicotine content of cigarettes would encourage the consumption of more cigarettes to obtain the same amount of nicotine desired, which would make the situation even worse because it would increase the consumption of all the other components of combustion that are highly toxic.

- Elimination of Generic Flavor Restrictions:

The EVALI crisis in the U.S. fostered an unfounded fear about flavors. As the Science article explains “the U.S. Centers for Disease Control and Prevention (CDC) reported sudden clusters of severe and sometimes fatal respiratory

injuries. As of December 4, 2019, CDC reported 2291 cases and 48 deaths. The CDC and FDA warned consumers not to vaporize THC or any liquid obtained from the streets or unknown sources (as seen [here](#)⁷). In the ongoing investigation to determine causes of illness and death, CDC identified vitamin E acetate, a THC additive, as “a chemical of concern.” Nicotine or flavored vaporizing liquids have not yet been implicated... The growing number of acute lung injuries and deaths related to vaping illicit THC cartridges have understandably fueled a political impetus to act. While blanket bans on all devices, all types of liquids (with or without nicotine or THC), or flavors other than tobacco may provide immediate relief to our collective sense of urgency when it comes to protecting youth, the landscape has changed over the past decade.” Proposed solutions that conflate and confuse THC vape oils with nicotine or flavors lose sight of population-wide problems by targeting subsets of the population (as can be seen [here](#)⁸, [here](#)⁹, [here](#)¹⁰ and [here](#)¹¹) and may do more harm than good.

The EVALI crisis in the U.S. fostered an unfounded fear about flavors.”

As Farsalinos, K. (2021) states, “Well-regulated use of flavors can and should be considered a valuable tool to help prevent disease and save the lives of adult smokers who are unable or unwilling to quit smoking on their own or with other approved methods.” In turn, Mendelsohn, C. (2017) highlights that “Flavors are an important part of the appeal of vaping to adult smokers and make the products attractive as an alternative to smoking, just as flavors are also used to increase the appeal of nicotine gum. Banning flavors would likely undermine e-cigarette use and public health benefits.” Friedman, A.S. et al (2020) remarks the following, “Adults who smoked flavored e-cigarettes were more likely to quit smoking than those who used unflavored e-cigarettes.” In turn, “Adults who started using non-tobacco-flavored e-cigarettes were more likely to quit smoking than those who used tobacco-flavored cigarettes.” It is also important to note that “Compared with tobacco-flavored e-cigarettes, non-tobacco-flavored e-cigarette use was not associated with increased youth smoking

7 <http://www.fda.gov/consumers/consumer-updates/vaping-illness-update-fda-warns-public-stop-using-tetrahydrocannabinol-thc-containing-vaping>.

8 <https://pubmed.ncbi.nlm.nih.gov/29944902/>

9 <https://www.gov.uk/government/publications/e-cigarettes-and-heated-tobacco-products-evidence-review/evidence-review-of-e-cigarettes-and-heated-tobacco-products-2018-executive-summary>

10 <https://pubmed.ncbi.nlm.nih.gov/29617887/>

11 <https://tobaccocontrol.bmj.com/content/28/6/629>

initiation, but was associated with increased odds of adult smoking cessation.” Meanwhile, Lin, L. et al (2021) posits that “The use of e-liquids flavored with fruit and other sweet flavors is positively related to smokers’ transition to smoking cessation.” Russel, C. et al (2018) concludes that “Restricting the availability of tobacco-free flavors could reduce adult smokers’ interest in switching to e-cigarettes, or rationalize a return to cigarette smoking among frequent e-cigarette users whose path to smoking abstinence was initiated, progressed, and is maintained by frequent use of e-cigarettes containing tobacco-free flavors.” McNeill, A. et al (2020) posits something even more serious, “Vapers said that banning flavored liquids would deter them from using vape products to help them quit or reduce their tobacco use. It could also push current vapers toward illicit products.” Statistics support these facts, as demonstrated by Gravely, S. et al (2021), “Predicted behavioral responses [if flavors were banned] were 28.8% would continue to vape some available flavor, 28.3% would find a way to get their banned flavor(s), 17.1% would stop vaping and smoke instead, 12.9% said they would stop vaping and not smoke, and 12.9% don’t know what they would do.” Similarly, Posner, H. et al (2021) remarks that “If sales of vape products were restricted to tobacco flavors, 39.1% of users [vapers under age 34] stated that they were likely to continue using e-cigarettes, but 33.2% were likely to switch to cigarettes.”

Menthol is the most critical flavor when it comes to smoking in both adults and youth according to two FDA-derived reports that recommended banning menthol in combustible products because 52% of all youth and over 90% of African American youth in the U.S. start smoking with menthol. This suggests that, if policy action on flavors is desired, menthol in combustible products should be the first target and not flavorings in NCNPs. The results of [one study](#) suggest that smokers do not find menthol and non-menthol cigarettes as close substitutes. The strong preference for menthol cigarettes may serve as a lever to reduce smoking prevalence if they are made more expensive by taxes while being combined with increased access to effective cessation treatments with NCNPs that serve as true substitutes. As [R Street explains in its March 2021 public policy study](#), research indicates that flavors can be an important part of the use of vape products as tobacco harm reduction tools, encouraging smokers to transition to vape products, so banning flavors is likely to reduce smokers’ desire to quit or reduce cigarette use. Data indicate that a substantial proportion (between 30% and 60%) of users of flavored electronic nicotine delivery systems would (or did) return to combustible cigarettes, would increase use of combustible cigarettes, or would turn to online and illicit markets to continue accessing their preferred flavored products. This demonstrates the potential unintended

consequences of a flavoring ban of NCNPs.

- Promotion of Non-Combusted Nicotine Products as an Active Public Policy for Smoking Cessation:

The inhumane and unscientific “Quit or Die” policy should not be reinforced. Instead of putting vapers and NCNP consumers at risk, this is a very good opportunity to raise awareness about vape products and NCNPs in general, and encourage smokers who cannot quit smoking alone or with NRTs to switch to safer nicotine products. An [indirect simulation modeling approach](#) indicates that there were substantial reductions in smoking prevalence in England between 2012 and 2019, coinciding with growth in the use of nicotine vape products (NVPs). In the US, NVP use [is projected to](#) have a net positive impact on population health across a wide range of plausible levels of NVP use, transitions to dual NVPs alongside cigarette smoking, and NVP-only use. In its [seventh review on vape products in 2020](#), PHE in the UK explains that there is increasingly strong evidence that NVPs are the most effective way to reduce and quit smoking.

Data from [a report](#) of 1,489 current adult smokers indicated that the few who had stopped using vape products did so primarily because the experience was not sufficiently similar to smoking. The most common reasons for smokers rejecting or abandoning vape products relate to their performance (ability to mimic smoking and efficacy in reducing cravings) and ease of use. Nicotine delivery and sensory aspects, such as flavors and the visibility or smoothness of the aerosol, play an important role in product acceptance. Therefore, to achieve a substantial impact, it must be ensured that the regulatory framework does not prevent NCNPs from achieving the qualities necessary for their effectiveness as smoking cessation mechanisms.

Likewise, as suggested by the indication to health employees of the draft to be published in November 2021 of the update of the [“Tobacco guideline recommendations: preventing use, promoting cessation and treating dependence”](#) carried out jointly between the [National Institute for Health and Care Excellence](#) and PHE, citizens should be advised on where to find information regarding NVPs and it is important to emphasize that vape products are substantially less harmful than smoking.

As the Science magazine article explains “Although it may be decades before we fully understand the long-term consequences of nicotine vaping without smoke, many argue that we know enough and emphasize that many smokers die every day, yet we still delay taking reasonable and rational action based on the most up-to-date science. Evidence

“The inhumane and unscientific "Quit or Die" policy should not be reinforced”

from multiple robust observational studies and randomized trials suggests that nicotine vaping is more attractive and more effective than NRT (Nicotine Replacement Therapy) in displacing smoking (as can be seen [here](#)¹², [here](#)¹³, [here](#)¹⁴ and [here](#)¹⁵). Vaporizing flavors with or without nicotine may appeal to young people, but they also attract adult smokers and help them to switch. Evidence suggests that the vast majority of smokers who successfully switch from smoking combustible products to vaping do so, after weeks, months or years of dual use, by switching from tobacco or menthol-flavored liquids to other flavors and often to lower nicotine concentrations or even nicotine to zero to reduce the triggers that remind them of their previous smoking product (as can be seen [here](#)¹⁶, [here](#)¹⁷, [here](#)¹⁸ and [here](#)¹⁹).” It is important that the governmental health authorities not only incorporate the scientific and evidence-based vision in an updated and constant way to their analyses and publications, but also restructure their health recommendations in a way that is compatible with these guidelines through campaigns and regulations, promoting the use of NCNPs as a core tool for addressing smoking in a harm reduction strategy that allows and encourages physicians to recommend them to their patients as smoking cessation mechanisms and current smokers to use them. Therefore, it is essential that there is a diverse range of products available, from snus and nicotine pouches to heated tobacco and vape products, as well as NRTs that can be tailored to the needs and tastes of each consumer to facilitate their success in quitting smoking.

- Quality Regulation on Non-Combusted Nicotine Products and Application of Friendly Criteria to a Climate of Innovation:

There is an incorrect perception due to deaths and hospitalizations for EVALI in the U.S. However, further research showed that no NVP was responsible for such lung disease. The lung lesions were caused by the use of THC oil contaminated with vitamin E acetate. As the Science article explains “The challenges of nicotine vaping also call for a rigorous surveillance system that can detect unanticipated harm early, similar to post-marketing pharmaceutical surveillance with adverse events. Although the CDC and FDA, through rigorous searches and analysis, pinpoint the source of sudden serious and fatal lung injury (as can be seen [here](#)²⁰), there is a risk of additional complications. Vitamin E acetate may not be the only chemical of concern. Continued surveillance is the best means of detecting harm in a situation where we will never have absolute certainty about safety (as can be seen [here](#)²¹).” This confirms the need for a general regulatory framework to ensure the quality of products without needing to ban them by default. At the same time, the term EVALI should no longer be used because it implies a generic link between cases of lung disease and vaping, which has proven to be false.

One of the clearest examples of policy in this regard is recounted by the same Science article where it is made clear that “it is estimated that more than one billion smokers will die prematurely worldwide in the 21st century. We believe that the complex calculation of pros and cons warrants finding an optimal balance (as can be seen [here](#)²², [here](#)²³ and [here](#)²⁴), which makes fully regulated nicotine vape products available to smokers while taking strong measures to limit risks and youth use as much as possible. The United Kingdom, which adopted nicotine vape harm reduction as a safer alternative to combustible products, has been able to achieve adequate regulation that has both reduced nicotine uptake by young people and helped adult smokers

12 <https://pubmed.ncbi.nlm.nih.gov/29944902/>

13 <https://www.gov.uk/government/publications/e-cigarettes-and-heated-tobacco-products-evidence-review/evidence-review-of-e-cigarettes-and-heated-tobacco-products-2018-executive-summary>

14 <https://pubmed.ncbi.nlm.nih.gov/29617887/>

15 <https://www.ncbi.nlm.nih.gov/books/NBK545384/>

16 <https://pubmed.ncbi.nlm.nih.gov/29944902/>

17 <https://www.gov.uk/government/publications/e-cigarettes-and-heated-tobacco-products-evidence-review/evidence-review-of-e-cigarettes-and-heated-tobacco-products-2018-executive-summary>

18 <https://www.ncbi.nlm.nih.gov/books/NBK545384/>

19 <https://harmreductionjournal.biomedcentral.com/articles/10.1186/s12954-018-0238-6>

20 <http://www.fda.gov/consumers/consumer-updates/vaping-illness-update-fda-warns-public-stop-using-tetrahydrocannabinol-thc-containing-vaping>

21 <https://pubmed.ncbi.nlm.nih.gov/14759927/>

22 <https://pubmed.ncbi.nlm.nih.gov/29944902/>

23 <https://www.gov.uk/government/publications/e-cigarettes-and-heated-tobacco-products-evidence-review/evidence-review-of-e-cigarettes-and-heated-tobacco-products-2018-executive-summary>

24 <https://pubmed.ncbi.nlm.nih.gov/29617887/>

quit smoking. The United Kingdom, through the Medicines and Healthcare products Regulatory Agency (MHRA), has a notification system that requires the manufacturer to ensure the safety and quality of any product on the market. The UK also prohibits the sale of THC products. In addition to a system for reporting adverse events, the MHRA maintains a website for users to determine whether products are sold legally.”

At the same time, there is a very specific debate regarding pre-filled cartridges, disposable products and refillable products. NCNPs can be purchased on the market already with their liquid incorporated, consumed and completely discarded (as in the case of disposables), purchased as a device to which sealed cartridges are exchanged with the liquid inside for use that only the manufacturer controls (as in the case of pre-filled cartridges) discarding only the used cartridge and not the rest of the device, or recharged, in which the entire product, once purchased, has a cham-

“...a general regulatory framework to ensure the quality of products...”

ber for recharging in which the user fills it with a liquid that can be purchased (as in the case of rechargeable ones). All have advantages and disadvantages. In ecological terms, rechargeable products ensure the least amount of waste, while the cartridge ones produce more waste and the disposable ones even more, depending, of course, on the recovery and recycling chains that can be implemented by companies and the government. In turn, from an economic point of view, it is cheaper for the user to use rechargeable products than to buy the other types, but technology and production and commercial chains can affect this balance over time. Ultimately, from a health point of view, refillable products can be refilled with any liquid, which increases the risks that this is not a suitable substance, unlike the other two products which, being factory sealed, are more likely to come from a certified quality chain. However, the history of vaping began with the experimentation of products and liquids by users, something that proved to allow great advances in their improvement and effectiveness. It would seem that banning any of the mechanisms, especially the refillable one, could generate great barriers to innovation in the future. However, in the interest of weighing

the estimable health benefits of providing safe consumable liquids, it is reasonable to aim for smart legislation that establishes effectively controllable and consumer-accessible quality controls and standards for the production and distribution of refillable substances, as well as devices in general, along the entire marketing chain, rather than aiming for prohibitionist rules. Liquids containing vitamin E acetate in THC products should be banned. Product stewardship by manufacturers should be encouraged to control and monitor the health and environmental impact of liquids, disposables and devices during production, distribution, sale, use and disposal.

- Comprehensive Approach to Youth and Adults:

There is great concern about the impact of NCNPs on youth, but this view is biased, away from the evidence and does not assess the true risks to youth, especially in relation to the effects on the general population. According to [studies by Yale University researchers](#), compared to flavored vaping, the use of non-tobacco flavored vape products was not associated with an increase in youth smoking initiation, but was associated with an increase in the likelihood of smoking cessation in adults. [Another study](#) from the same group concludes that state bans in the U.S. on the sale of vape products to minors result in a 0.9 percentage point increase in rates of recent cigarette smoking by 12- to 17-year-olds, relative to states without such bans. Smoking has been steadily declining among this age group since the beginning of the 21st century. The report shows that the ban on the sale of vape products to minors appears to have slowed this decline by about 70% in states that implemented it. In the same vein, a [Yale study](#) addressed the case in which San Francisco voters approved a measure banning the sale of flavored tobacco products. Analyses found that, after implementation of the ban, high school students’ odds of smoking conventional cigarettes doubled in the San Francisco school district relative to trends in districts without the ban. Also, although [initial studies](#) indicated that adolescents exposed to vaping devices had an increased risk of future smoking, [new preliminary reports](#) indicate that when controlling for more potential covariates, the relationship between vaping by never-smoking adolescents and subsequent cigarette use is non-significant.

The debate on flavors and THC in young people is one of the great dilemmas facing public opinion, where there is talk of an epidemic and studies point to a possible but unproven gateway to smoking without analyzing the problem from a scientific perspective. As the Science article explains “To further complicate the issue of the relative harms of youth vaping, there is data showing that some youth use only flavored products (without nicotine or

“...the use of non-tobacco flavored vape products was not associated with an increase in youth smoking initiation...”

THC), and 41.8% of youth vapers report using THC. Some U.S. states have legalized cannabis for adults. In others, it remains illegal. The impact of the black market, with a source of contaminated THC-based oils, has been devastating. While the liquids and carrier additives in THC oils are different and more dangerous than those used safely for a decade in commercial nicotine products or flavors, there are unknown risks from unregulated and illegally obtained products. It is imperative to address the rapid increase in teenage vape use. But public health measures should not neglect the distinctions between nicotine and THC, as well as between products obtained through the retail and black markets. The illegal market provides access to both THC and nicotine-based products at lower costs than over-the-counter. Users can obtain products not available without a prescription. In a black market, age is not a barrier to access. Moreover, there is evidence that, in the face of bans, teenage vapers switch to smoking (as can be seen [here](#)²⁵). Regulation inevitably produces the possibility of the black market, but the approach to regulation can make the black market more or less attractive and more or less harmful to users, whether young or old.”

Different studies in the [United Kingdom](#) and the [United States](#) indicate that quitting smoking at age 50 halved the risk of smoking-related death, but quitting smoking at age

30 avoided almost all of the excess risk. Quitting smoking at age 60, 50, 40, or 30 resulted in a gain, respectively, of about 3, 6, 9, or 10 years of life expectancy. Several more recent studies have supported these findings. A [2015 Australian](#) study that looked at smoking and all-cause mortality found that former smokers who quit smoking before age 45 had no significant differences in mortality from those who had never smoked. Similarly, [Italian researchers](#) found that the earlier you quit smoking, the more years of life you gain. In the case of men who smoked between 10 and 19 cigarettes a day, quitting smoking at 30, 40, 50 or 60 years of age meant a gain of about 7, 7, 6 or 5 years of life, respectively, and in the case of women, 5, 5, 4 or 3 years of life, respectively. The above underscores the importance of focusing public policies on reducing the harm caused by cigarette smoking in smokers over 30 years of age through the use of less harmful alternatives.

As the Science article reads “For young people who would not likely smoke or otherwise use nicotine, vaping offers no benefits and introduces potential harms of nicotine dependence and a possible transition to combustible products (as can be seen [here](#)²⁶, [here](#)²⁷, [here](#)²⁸, [here](#)²⁹ and [here](#)³⁰). US surveys confirm a large increase in the proportion of high school students who reported vaping in the past 30 days, from 11.7% in 2017 to 27.5% in 2019. As expected, most vaping is infrequent (experimental) and there is a positive finding of association between vaping and smoking, but the public health impact remains unknown, and there is no consensus on whether such an association constitutes a causal pathway (as can be seen [here](#)³¹, [here](#)³², [here](#)³³, [here](#)³⁴ and [here](#)³⁵). Most vapers (about 60% of those who experiment with vape, about 89% of regular vapers) are also smokers or ex-smokers. The calculation is complex: in a policy landscape where, in virtually all places, vaporized nicotine products and all types of tobacco (smokeless and burned) can be legally purchased at age 18, large numbers of 12th graders do so legally (as can be seen [here](#)³⁶, [here](#)³⁷, [here](#)³⁸, [here](#)³⁹, and [here](#)⁴⁰). At the

25 <https://pubmed.ncbi.nlm.nih.gov/26583343/>

26 <https://www.qeios.com/read/745076.2>

27 <https://pubmed.ncbi.nlm.nih.gov/29944902/>

28 <https://pubmed.ncbi.nlm.nih.gov/29617887/>

29 <https://tobaccocontrol.bmj.com/content/28/6/629>

30 <https://pubmed.ncbi.nlm.nih.gov/29894118/>

31 <https://pubmed.ncbi.nlm.nih.gov/29944902/>

32 <https://www.gov.uk/government/publications/e-cigarettes-and-heated-tobacco-products-evidence-review/evidence-review-of-e-cigarettes-and-heated-tobacco-products-2018-executive-summary>

33 <https://pubmed.ncbi.nlm.nih.gov/29617887/>

34 <https://tobaccocontrol.bmj.com/content/28/6/629>

35 <https://pubmed.ncbi.nlm.nih.gov/29894118/>

36 <https://www.qeios.com/read/745076.2>

37 <https://www.cdc.gov/mmwr/volumes/68/wr/mm6806e1.htm>

38 <https://pubmed.ncbi.nlm.nih.gov/29944902/>

39 <https://pubmed.ncbi.nlm.nih.gov/29617887/>

40 <https://tobaccocontrol.bmj.com/content/28/6/629>

same time, smoking rates in the youth population declined much faster in the years when vaping increased the most (2013-2019) than in previous years, reaching record levels during that same period (as can be seen [here](#)⁴¹ and [here](#)⁴²), suggesting that the use of nicotine vaporizers may replace smoking rather than promote it (as can be seen [here](#)⁴³, [here](#)⁴⁴, [here](#)⁴⁵, [here](#)⁴⁶ and [here](#)⁴⁷).

Concerned about the uncertainties, particularly involving allegedly high risks to youth, some disbelieve general support for harm reduction for NCNPs, but others such as PHE believe that concerns about youth should be considered differently (As can be seen [here](#)⁴⁸, [here](#)⁴⁹, [here](#)⁵⁰, [here](#)⁵¹ and [here](#)⁵²). However, a careful analysis of all the data in context indicates that the net benefits of vaporized nicotine products outweigh the feared harms to young people (as can be seen [here](#)⁵³, [here](#)⁵⁴ and [here](#)⁵⁵). Generally speaking, sharing the guidelines expressed by Science magazine, no underage youth should use nicotine in any form (regardless of whether it is NCNPs or cigarettes) or use any form of THC and the practice of targeted marketing especially through segmented advertising to youth should be banned, but this should not be an excuse to restrict NCNPs to the point of eliminating the net benefits they bring to the entire population and the health care system, especially in those over 30 years of age.

- Tax Reduction on Non-Combusted Nicotine Products:

Overall, [studies have found](#), in a [variety of populations and data sets](#), including for example pregnant women, that taxes on vape products drastically reduce their use and significantly increase the use of much more dangerous cigarettes, suggesting that these taxes may be detrimental to overall public health. Thus, they suggest a legislative recommendation that, instead of increasing taxes on alternative products, more focus should be placed on conventional combustion tobacco products. However, as the Science article explains, taxes have also proven to be an effective

41 <https://www.cdc.gov/mmwr/volumes/68/wr/mm6806e1.htm>

42 <https://tobaccocontrol.bmj.com/content/28/6/629>

43 <https://www.qeios.com/read/745076.2>

44 <https://pubmed.ncbi.nlm.nih.gov/29944902/>

45 <https://www.gov.uk/government/publications/e-cigarettes-and-heated-tobacco-products-evidence-review/evidence-review-of-e-cigarettes-and-heated-tobacco-products-2018-executive-summary>

46 <https://pubmed.ncbi.nlm.nih.gov/29617887/>

47 <https://tobaccocontrol.bmj.com/content/28/6/629>

48 <https://pubmed.ncbi.nlm.nih.gov/29944902/>

49 <https://www.gov.uk/government/publications/e-cigarettes-and-heated-tobacco-products-evidence-review/evidence-review-of-e-cigarettes-and-heated-tobacco-products-2018-executive-summary>

50 <https://pubmed.ncbi.nlm.nih.gov/29617887/>

51 <https://tobaccocontrol.bmj.com/content/28/6/629>

52 <https://pubmed.ncbi.nlm.nih.gov/29894118/>

53 <https://pubmed.ncbi.nlm.nih.gov/29944902/>

54 <https://www.gov.uk/government/publications/e-cigarettes-and-heated-tobacco-products-evidence-review/evidence-review-of-e-cigarettes-and-heated-tobacco-products-2018-executive-summary>

55 <https://pubmed.ncbi.nlm.nih.gov/29617887/>

“...a legislative recommendation that, instead of increasing taxes on alternative products, more focus should be placed on conventional combustion tobacco products.”

means of pricing products out of the hands of young people. In particular, setting taxes on NCNPs lower than those on combustible products can help keep the products out of the hands of adolescents, but still provide an incentive for adult smokers to switch from cigarettes to them, especially if taxes on NCNPs are kept low enough so as not to discourage their use.

A Comprehensive Vision for Tobacco Harm Reduction Policy

The COM-B model expresses how capacity and opportunity affect motivation and all these together interact to modify a person's behavior, which in turn influences the previous ones in a feedback process. [This scheme applied to smoking cessation](#) explains that capacity depends in physical terms on the availability of an alternative and in psychological terms on the knowledge of its effectiveness. On the other hand, opportunity will depend on the existence of alternatives in an easily accessible form and a social environment conducive to their acceptance. Mo-

“...that the most extreme bans tend to generate black markets with serious consequences.”

tivation, in turn, has an internal aspect emanating from the desire to quit smoking in combination with an external aspect stemming from the attractiveness of the alternative product. The combination and interaction of these points will define the possibility of behavioral change and its sustainability over time. This is why it is essential to have a comprehensive and long-lasting approach that not only eliminates uninformed prejudices about non-combusted nicotine products, but also makes them available, ensures access to quality products and encourages their use by eliminating restrictions, as well as promoting them through direct recommendations. In this regard, it is essential that there should be a variety of different products to meet these requirements, offering alternatives that adapt to the social, cultural and economic situations of each particular case. Just as an example, while in some high-income countries adept at the latest generation of technological devices a vape or heated tobacco product may work well in the market, in low-income countries non-combusted oral nicotine products may be more popular.

In conclusion, there is a need for intelligent legislation open to innovation that incorporates the costs and benefits of evidence-based policies from a practical perspective, balancing the risks that the measures may have, understanding that interventions often have unintended consequences, that high bureaucratic and tax barriers nullify positive future transformations and that the most extreme bans tend to generate black markets with serious consequences. Thus, states should not only allow the use of flavored NCNPs without excessive nicotine limits, but also ensure evidence-based information regarding their low toxicity and high effectiveness as a smoking cessation mechanism for both health professionals and the general population. States should do so by implementing public policies for its promotion as a form of smoking cessation focused on the population over 30 years of age and ensuring the banning of all types of use of these products -with and without nicotine and with and without combustion- in minors. States should also establish a regulatory framework that ensures the quality and traceability of all products and substances on the market without generating tax and bureaucratic ba-

riers that impede innovation and market access by producers and consumers alike.

Analysis of Specific Policy Suggestions Based on Findings

A study published in December 2021 analyzed the regulatory and incentive framework for vaping products in 97 countries. For this purpose, the policy framework was defined between a traditional health protection scenario and a harm reduction implementation scenario. In terms of incentives, the measures could be the application of taxes that make the use of the products more expensive, closer to the traditional strategy, general subsidies for the production and price of the product (intermediate) or economic rewards for users who switch from cigarettes to vaping, the latter being much closer to harm reduction. In relation to regulatory measures, these were also ordered from those closest to traditional approaches to those closest to harm reduction, in order: banning, regulation as a prescription medicinal product, banning of certain types of components (such as limits on nicotine or different flavors), banning of toxic elements, classification as tobacco products, and regulation as regular products for adult consumption. The results of the report showed that, on a non-exclusive basis, 11 countries out of the total levy taxes, while only the United Kingdom subsidizes them and none offers rewards. Likewise, also on a non-exclusive basis, 30 nations have implemented total bans, 20 regulate vape products as medicinal products under prescription, 36 prohibit or limit nicotine or flavors, 4 restrict or prohibit toxic substances, 54 classify them as tobacco products and 15 as regular consumption products. Also, 68 have specific legislation (of whatever type) for vape products. This shows that, between bans and limitations, most countries in the world maintain particularly restrictive policies for the use of these products as harm reduction tools.

“...between bans and limitations, most countries in the world maintain particularly restrictive policies for the use of these products as harm reduction tools.”

Although the survey data described above is limited to vaping, our index does not show much more encouraging results. Of the 59 countries, 10 ban or restrict vaping products, 5 ban heated tobacco products, 11 ban nicotine pouches and 27 ban snus. The case of Australia is paradigmatic, with all products banned or substantially restricted. Likewise, only England and New Zealand promote or recommend the use of vaping products as a smoking cessation tool and neither of these 2 countries do so for any of the other three products. In contrast, the remaining 57 countries do not actively promote the use of Vape Products as a smoking cessation tool. For Heated Tobacco Products, Snus and Nicotine Pouches, none of the countries promote switching from combustible products to these.

These values are confirmed by a general analysis by category for all products, where the main problem is found in Promoting Tobacco Harm Reduction (where 99.2% of the countries score poorly), unfavorable situations in Banning (77.5%) and Taxation (71.6%), improving for Packaging (46.6%), Online Sales (45.8%) and Advertising (44.1%). The most favorable situations are found in Regulatory Framework (39.8%) and Display (39.4%), and the best conditions are found in Flavors (26.7%) and Retail Availability (26.3%). It follows that the first two aspects to be addressed by public policies are the legalization of NCNPs and the review and immediate solution of the lack of information, including among health authorities, regarding smoking cessation mechanisms. Once these two major challenges have been addressed, particularly the change in health recommendations, progress can be made on a more detailed regulatory framework to address specific problems.

Specifically and in relation to the products for all countries, Snus is the most disadvantaged, with an average of 41.6 points (out of the ideal score of 90), mainly due to the general ban in the European Union (with the exception of Sweden). In the middle we find Nicotine Pouches with an average of 54.2 and Vape Products with 62.5.

In the analysis of each product, Vape Products show poor results regarding Promoting Tobacco Harm Reduction, with 96.6% of countries not actively promoting the switch from combustible products to vape products. In Taxation, 61% levy excise taxes. 40.7% do not allow Online Sales. 39% ban Advertising. 37.3% ban retail Display in general. 30.5% require graphic health warnings or apply generic Packaging. Policies regarding Flavors, Retail Availability and specific Regulatory Framework have restrictions in 25.4%, 23.7% and 23.7% of the countries, respectively. Finally, as regards Banning, 83.1% do not allow the sale of these products.

“...the first two aspects to be addressed by public policies are the legalization of NCNPs and the review and immediate solution of the lack of information, including among health authorities...”

Heated Tobacco Products in turn replicate the very poor situation regarding Promoting Tobacco Harm Reduction with all countries (100%) not actively promoting the switch from combustible products to it. In Taxation, 96.6% levy excise taxes. 45.8% do not allow Online Sales. 42.4% require graphic health warnings or apply generic Packaging. 39% ban Advertising. 33.9% ban retail Display in general. 25.4% do not have a specific Regulatory Framework. Finally, the policies regarding Retail Availability, Flavors and Banning, have restrictions only in 16.9%, 11.9% and 8% of the countries respectively.

On the other hand, Nicotine Pouches follow a similar pattern to the rest of the products. 100% of the countries do not actively promote the switch from combustible products to these. It is the least regulated product in terms of the existence of a specific Regulatory Framework, where 74.6% of the countries do not have one. In Taxation, 37.3% levy special taxes. In 35.6%, graphic health warnings are required or generic Packaging is applied. 32.2% do not allow Online Sales. 32.2% ban Advertising. 28.8% ban retail Display in general. In Flavors, in 22% only tobacco flavors or no flavors are allowed. Finally, in relatively better, but not optimal situations, 18.6% do not allow the sale of these products as well as 18.6% restrict Retail Availability.

Finally, Snus has a somewhat backward situation due to the fact that the European Union countries prohibit it (with the exception of Sweden). 100% of the countries do not actively promote the switch of combustible products to Snus. In Taxation, 91.5% levy excise duties. In 78%, graphic health warnings are required or generic Packaging is applied. 66.1% ban Advertising. 64.4% do not allow Online Sales. 57.6% ban retail Display in general. In Flavors, in 47.5%

only tobacco flavors or no flavors are allowed. In Banning, 46% do not allow the sale of these products. 45.8% restrict Retail Availability. Finally, 35.6% do not have a specific Regulatory Framework.

Focusing on the regional analyses, Europe has a lagging value for Snus, averaging 25 points, and average values of 76, 73.6 and 57 points for Vape Products, Heated Tobacco Products and Nicotine Pouches respectively (bearing in mind that the ideal is 90 points). For all products overall, the region scores the worst in the categories Promoting Tobacco Harm Reduction, Taxation and Online Sales. It is followed by Display, Advertising, Retail Availability and Flavors, and improves in relative terms in the Packaging, Banning and Regulatory Framework categories. This suggests the need to move forward in defining a specific regulatory framework for Nicotine Pouches, legalizing Snus and improving regulations for taxation tools and promoting harm reduction in all products. Europe's overall weighted average for all products is 72 points.

Asia-Africa has an average of 69, 61, 59.4 and 58.8 for Vape Products, Heated Tobacco Products, Snus and Nicotine Pouches respectively. The central laggard is also found in Promoting Tobacco Harm Reduction, followed by Taxation, Advertising, Online Sales and Regulatory Framework. In that order follow the Packaging and Display categories. Lastly, we find the categories Flavors, Retail Availability and Banning. This indicates the possibility of working on improvements in the promotion of health and advertising regulations, as well as reevaluating some taxation tools and focusing on the definition of a specific regulatory framework for Nicotine Pouches and a greater legalization of Snus. The weighted average for the region is 66.6 points.

The Americas have an average of 50, 55, 56.1 and 58.2 points for Vape Products, Heated Tobacco Products, Snus and Nicotine Pouches respectively. For all products, the central laggard in the region is in the category Promoting Tobacco Harm Reduction, followed by Packaging, Taxation and Regulatory Framework. In that order follow the categories of Advertising, Display and Online Sales. Finally, with more permissive regulations, although far from ideal, we find the categories Flavors, Retail Availability and Banning. This indicates the possibility of working on making the use of non-combusted nicotine products viable as an anti-smoking tool and updating the positions of health authorities. The overall weighted average for the Americas is 51.8 points.

Finally, Asia-Oceania has an average of 50, 43, 41.4 and 27.9 points for Heated Tobacco Products, Vape Products,

Nicotine Pouches and Snus respectively. The central laggard, as in the previous cases, is in Promoting Tobacco Harm Reduction, followed by Taxation, Regulatory Framework, Packaging and Online Sales. In that order follow the Advertising and Display categories. Lastly, we find the categories of Flavors, Retail Availability and Banning. This indicates the possibility of working on improvements in terms of health promotion and taxation tools, as well as re-evaluating some advertising regulations and focusing on the definition of a specific regulatory framework for Nicotine Pouches. The overall weighted average for the region is 43.5 points.

One aspect to highlight at a global level is the need to avoid a more permissive framework for combustible tobacco than smokeless/ non-combusted products, as well as paradoxical situations where cigarettes or heated tobacco products are allowed, but, for example, nicotine pouches or vape products are not.

Methodology

Description of the Method Used in the Preparation of the Index

The methodology used in any index may always contain subjective aspects due to the nature of the subject matter, which implies standardizing data from reality in a comparative indicator that is easy to read for very different scenarios. In order to maintain practicality, we have chosen to start with a base scenario for each product and then add the rest of the categories.

The base scenario consists of the categories Regulatory Framework and Banning.

Regulatory Framework: The country is assigned 20 points for the existence of a specific regulatory framework for the product, while if it does not have one, it is assigned 0 points. What is meant by regulatory framework and what is not? We can say that a regulatory framework exists when local authorities have modified or introduced legislation specifically to regulate or prohibit a Non-Combusted Nicotine Product. Therefore, this is the case even if the local authorities have merely introduced a new definition in the existing legislation on combustible products to extend it to a new non-combustible product. In that sense, we can say that there is no regulatory framework when the restrictions are inferred from pre-existing legislation on combustible products and/or the "market freedoms" are unintentional and merely due to the absence of legislation.

Banning: 30 points are assigned if commercial (non-pharmaceutical) sales are allowed. Otherwise, 0 points are assigned if the sale is banned, a prescription is required or the sale is only in pharmacies.

Thus, we found 4 situations in the base scenario.

Scenario 1	Regulatory Framework + Permitted Product	50 points
Scenario 2	No Regulatory Framework + Permitted Product	30 points
Scenario 3	Regulatory Framework + Product not Permitted	20 points
Scenario 4	No Regulatory Framework + Product not Permitted	0 points

Then, to the points for the base scenario, we added 5 points for each of the remaining 8 categories contribu-

ting to the transition from combustible tobacco to NCNP. These categories were the following policies: Flavor, Packaging, Advertising, Display, Retail Availability, Online Sales, Taxation, and Promoting Tobacco Harm Reduction. Taken together, they made it possible to characterize the attitude of each nation state towards the product. In total, the maximum score that a country can achieve per product (by simple addition) between the base scenario and the other categories is 90 points.

In order to analyze each category, the following criteria were established:

- Taxation:** A value of 5 points is assigned if no excise taxes are levied on the product. On the other hand, a value of 0 points is applied if there is an excise tax. The logic implemented is due to the fact that combustion products are considered to generate serious harm, and any additional tax generates an **economic imbalance that does not encourage their use**. These postulates have been evidenced by numerous economic studies. It should be clarified that general taxes that apply to all consumer products in the economy were not considered.
- Advertising:** A value of 5 is assigned if it is allowed for the product. Otherwise (banned) a value of 0 points is assigned. In this case, it is understood that advertising is a good mechanism for consumers to access information on the availability of alternatives (especially those mass media channels and/or those that allow abundant detail) and that bans disable consumers' knowledge. Regulatory complexity did not allow the identification of cases where the regulation provided a health warning adequate to the risk of the product in the advertising of each case (this will try to be addressed in future editions of this index) and, because the advertising of these products (which in general have some very low but existing degree of toxicity and contain nicotine, which is addictive) can reach minors and new users on a massive scale, it was decided not to penalize warnings in advertising.
- Packaging:** A value of 5 points is assigned if no health warnings are required by regulation or only textual health warnings are required. A value of 0 points is assigned if graphic health warnings are required or generic packaging is applied. The logic behind this option

is that generic warnings commonly implemented tend to discourage the use of the product in an exaggerated manner and packaging allows the identification and differentiation of products by companies, something fundamental when it comes to facilitating consumption by users. In this sense, distorting health warnings such as graphics produce an undesirable effect, while neutral packaging impedes the flow of commercial information used by consumers. Fortunately, the reduced risk health warnings on the packaging could be detected and differentiated and, since the packaging is not a mass medium of communication that can attract minors and new users in a massive and generalized way, but it is a packaging with detailed product information in a physical manner, generic warnings distorting the impact on health were penalized, especially if they were the same as those of combustion tobacco.

- **Retail Availability:** A value of 5 points is assigned if physical selling is allowed in general retail (regardless of whether a license is required). On the other hand, if physical sales are only allowed in specialized stores or are banned, 0 points are assigned. Here we understand that the availability in broader commercial channels would allow a wider reach of these harm reduction tools, while circumscribing the products to specialized trade areas reduces the availability and encouragement of consumption. If the product is banned, it is clear that availability is reduced to a minimum, leading current and potential consumers to more risky commercial channels.
- **Display:** A value of 5 points is assigned if display is not banned in the retail trade in general and 0 points if it is banned. Here again it is interpreted that the possibility of comparison, visualization and knowledge of products by customers is strongly linked to the possibility of access to products in commercial environments.
- **Online Sales:** A value of 5 points is assigned if online sales are allowed and 0 points if they are not. As with the availability of physical retail sales, greater accessibility to products is a benefit, understanding that this has a positive impact on the replacement of combustible products.
- **Flavors:** A value of 5 points is assigned if flavors other than tobacco are allowed or a value of 0 points if only tobacco flavors are allowed or no flavors are allowed at all. This weights the greater attractiveness generated by the greater offer of flavors in the products, increasing the probability of replacement of combustible products. The evidence shows a positive relationship be-

tween the use of flavors and smokers' transition away from cigarettes.

- **Promoting Tobacco Harm Reduction:** A value of 5 points is assigned if the authorities actively promote the “switch” of Combustible Products to Non-Combusted Products. Conversely, if the “switch” is not promoted, a value of 0 points is assigned. It is important to emphasize that this category allows differentiating the normative policy of the legal regulatory framework from the general health policy implemented by governments, which in many cases plays an informative and scientific reference role by the health authority.

It should be clarified that we only evaluated national policies and not those of subnational states due to the diversity, volume and complexity that such a task would have implied. However, in some countries with a low number of subnational divisions and where they have unanimously implemented policies from which we have been able to collect information, these have been taken into account. Thus, when dealing with a product such as a vape or heated tobacco product, consisting of a device and a consumable, in the event that there is a divergent policy between the two, we have chosen to always consider the most restrictive one, understanding that, due to the combinatorial nature of the use of the product, this policy affects the use of the whole product. The differences between national and subnational states, as well as between the device and the consumable, have been clarified in the corresponding notes. In the case of legislation under consideration that could reform the law but has not yet been approved, this was not taken into account since only current legislation was taken into account and not projects that may or may not be approved and implemented. However, these were clarified in the notes when they were detected. In those cases where legislation was approved but not yet implemented, it was taken as valid. All policies evaluated were surveyed until July 2022.

As some products are not marketed in many countries, it is not clear how they would be regulated. In some cases we have been able to confirm that there is no specific regulatory regime. Where we have not been able to find any information with the additional research we have conducted for each country, we have assumed that there is no specified regulatory regime for the country. We have also indicated that these responses are “TBC” (To Be Confirmed), due to the lower quality of the data. In these cases, the product would still be subject to consumer product regulations. However, these regulations do not necessarily include any of the restrictions included in the questionnaire, such as age of sale or nicotine limits. It is also a matter of

interpretation as to how the consumer product regulations would apply to the product. As explained above, existing legislation for “tobacco products” is sometimes considered to be applicable, but this often depends on the interpretation of the laws and variations in the legislative definitions of “tobacco product”. The interpretation of existing laws for products is rarely communicated publicly by the authorities, and almost never when the product is not on the market.

The overall indices consist of the total final scores by country. These final scores are composed of the overall indicator for each country, a score that results from the combination of the 4 products weighted by consumption distribution in the current world market. As explained above, the score per product results from the sum of the scores of the individual categories (2 categories of the base scenario + 8 remaining categories). In summary, countries have an overall index score indicator and a particular score indicator for each product. From these scores, 4 rankings were compiled. Two correspond to the overall scores and 2 to the scores per product.

As for the general indexes, the countries were divided into those that have at least one specific regulatory framework for at least one product (hereinafter called index A, or I-A) and another ranking for those that do not have any specific regulatory framework for any product (index B, or I-B). Regarding the index by product, the same division was made between the 2 groups of countries to continue with the same logic, considering an index with the countries included in the A index and another index with the remaining countries. In turn, all indicators were evaluated for the regional blocks of countries, generating the same comparative indexes, but at the regional level.

For the preparation of the general indexes (both I-A and I-B), we weighed the relevance of each product. For this purpose, we defined that Vape Products will have a relative weight of 70% of the final score, Heated Tobacco Products 20% and Snus and Nicotine Pouches 5% each. These figures coincide with the [distribution of consumption in the current world market](#). However, it is important to clarify that there may be a bias against heated tobacco products and smokeless oral products because they currently have less time of exposure to the markets, regulatory consideration, industrial development and diffusion, a momentary particularity that we estimate to be temporary and that will not represent the state of the market in the coming years, once it has normalized.

Data Collection Mechanism

The collection of relevant data was done in an Excel spreadsheet, divided by product, where the columns represented the 59 countries and the rows represented each of the categories, questions and scores. The boxes were filled in with standardized codes for each question by our network partners in each of the countries or regions, replacing those countries where we did not have representatives through the We Are Innovation team. Explanatory notes were provided for each category and country.

Answer Guide Used for the Data Survey

This is the guide used by researchers to collect data on tobacco harm reduction product policies. They completed only those areas indicated in UPPERCASE CAPITAL LETTERS.

The questions to be answered will revolve around Vape Products, Heated Tobacco Products, Snus and Nicotine Pouches. First of all, we will clear up doubts regarding the definition of each one:

-Vape Products: The electronic cigarette or cigarette, also called “e-Cigarette”, “vaporizer”, “vape”, is an electronic inhaler system originally designed to simulate the consumption of tobacco, without actually containing or burning tobacco, thus differentiating it from the cigarette. These devices use a resistance, a battery to heat and vaporize a liquid solution (without combustion). The liquid solution, called vape liquid, e-Liquid, e-Juice or essence, may or may not contain flavorings. These liquid solutions may contain propylene glycol, glycerin, nicotine, flavorings. These products do not contain tobacco and do not produce smoke. The World Health Organization refers to these products using the term “ENDS” (Electronic Nicotine Delivery Systems).

-Heated Tobacco Products: A heated tobacco product (HTP), also called “Heat-not-Burn”, is a product that heats, without burning, a specially prepared substance containing tobacco. The heat generates an aerosol that is inhaled from the tobacco, which contains nicotine. HTPs contain tobacco, which is one of the main differences compared to vape products, and may be flavored. Tobacco leaves are heated to about 250-350 °C (500 °F), a temperature that falls short of combustion, thus lower than that of cigarettes. To deliver nicotine from tobacco leaves, HTPs use built-in or external heat sources, sealed and heated chambers. The World Health Organization refers to these products using the English term “HTP” (Heated Tobacco Products).

-Snus: Considered as a nicotine product without heat application, “snus” consist of pouches of moist tobacco powder. They are placed inside the lip (between the lip and gums) for prolonged periods of time, as in sub labial administration.

Nicotine Pouch: Also considered a nicotine product without the application of heat, nicotine pouches are pre-dosed white bags containing tobacco-derived nicotine or synthetic nicotine, but without tobacco leaf, powder or stem, and are described as a similar or tobacco-free version of snus. There is no combustion. The user places the pouch between the upper lip and gum, and leaves it there while the nicotine and flavor are released. When finished, the pouch is thrown in the household trash.

In order to correctly compile the index, each of the categories was completed for each product class described above. Researchers in each country provided data that were compiled into 6 broad categories. From these, values were taken for the final calculation of the index with 10 categories. The data of the 6 categories, and their respective explanatory notes, allow a better understanding of the situation with respect to each product, which is synthesized in the 10 categories finally used to calculate the overall index and by product.

In the field of vape products, as with heated tobacco products, each product class is made up of an almost homogeneous group of products. In this case, the analysis by product group is simple.

In relation to snus and nicotine pouches, the heterogeneity of product types within the category and the novelty of some of them makes their study more complex. It is feasible that in some cases there is no specific legislation in this regard.

It is important to clarify that in relation to products containing tobacco, and therefore necessarily containing nicotine, the regulation on them can prohibit them in two different ways. Directly it can specifically ban the marketing or use of the product, or indirectly it can prohibit the product from containing nicotine. This is why both questions have been kept.

It was important for the researcher to complete the notes for each of the items, since a descriptive summary of the country was made on the basis of these notes. The notes should give a general overview of the particular topic in relation to that product, as well as adding relevant particularities and clarifications.

In the event that there is a difference between the tax or restrictive or taxable level between the device and the consumable, these should be indicated for both so that the more restrictive one can be taken as a reference.

If there is a difference between national and subnational regulations, the national one was indicated. Subnational regulations were only included in the notes.

Below are the data to be completed as presented to the researcher in his guide:

Name of the country:

- › Name: COMPLETE.

Vape products:

- **Tax tools** - Excise taxes applied to the product (leaving aside general taxes that affect them such as Value Added Tax, Income Tax, Gross Income Tax, etc.). Incentives for tobacco cultivation should not be considered. In turn, a brief explanatory note on the tax that applies or if it does not exist must be included:
 - › Combustion tobacco has no excise tax but smokeless tobacco does (or combustion tobacco has incentives).
 - › The product is subject to a special tax differentiated from the tax on combustion tobacco.
 - › The product has the same tax treatment as combustion tobacco.
 - › The product does not have any excise tax and the combustion tobacco does.
 - › There is a direct financial reward to the user for the use of the smokeless product as a smoking cessation mechanism at the same time as there is a special tax on combustion tobacco.
 - › There is an indirect subsidy on the price of the smokeless product throughout the commercial chain (manufacture, distribution and/or sale) at the same time that there is an excise tax on combustion tobacco.
 - › NOTE.
- **Advertising** - Choose from the following options by deleting those that do not apply and then add a note:

- › Advertising of this product is free.
- › The advertising of this product is required to include warnings about its impact on health.
- › Advertising of this product is banned.
- › Advertising of this product is restricted.
- › NOTE: Please specify in which advertising channels it is banned or permitted.
- › *Packaging* - Choose from the following options by deleting those that do not apply and then add a note:
 - › The packaging of this product is free and without requirements.
 - › Product packaging requires health warnings that are different from those of combustion tobacco.
 - › The packaging of this product is required to include a textual warning equal to that of combustion tobacco about the health impact of this product.
 - › The packaging of this product is required to include a warning with images equal to those of combustion tobacco about the health impact of this product.
 - › The packaging of this product is neutral and standardized among all brands.
- › NOTE.
- **Display** - Choose from the following options by deleting the ones that do not apply and then add a note:
 - › The display of the product in a store is free.
 - › The display of the product in a store is limited to the indoors and may not be displayed in a shop window.
 - › The display of the product in a store is banned and the product must be stored out of sight of customers and requested by them.
- › NOTE.
- **Banning** - Choose from the following options by deleting those that do not apply and then add a note:
 - › The product is banned for minors (and the use of vitamin E acetate in THC products may be banned even for adults).
 - › Nicotine is banned for the product even for adults.
 - › The level of nicotine in the product is limited.
 - › The use of flavorings in the product is banned.
 - › The sale of the product online is banned or its sale is allowed only in specific points.
 - › The marketing of the product in physical form or general retail trade is banned.
 - › The marketing of the product is banned in general, even for those (vape products) that may not contain nicotine.
 - › The use of the product in indoor public areas is banned.
 - › The use of the product in outdoor public spaces is banned.
 - › The use of the product is totally and generally banned.
 - › The product is banned de-facto.
 - › The product is considered a pharmaceutical product and requires a doctor's prescription for its purchase.
 - › There is no specific regulatory framework that covers any of its aspects.
 - › NOTE: Please specify in which points of sale the product is allowed to be marketed if it is feasible. If the nicotine level is restricted, explain what the nicotine level is. In relation to flavors, if there is a restriction, explain on what types of flavors it applies or if it is for all types.
- **Health Policy** - Choose from the following options by deleting those that do not apply and then add a note:
 - › State health policy actively promotes and recommends the use of the product.
 - › The state health policy recognizes the use of the product passively but does not promote it actively; public information and recommendations are outdated, omit to name the product, contain errors and/or present precautionary reservations.

- › State health policy discourages the use of the product and/or equates it with combustion tobacco.
- › NOTE.

Heated Tobacco Products:

- **Tax tools** - Excise taxes applied to the product (leaving aside general taxes that affect them such as Value Added Tax, Income Tax, Gross Income Tax, etc.). Incentives for tobacco cultivation should not be considered. In turn, a brief explanatory note on the tax that applies or if it does not exist must be included:

- › Combustion tobacco has no excise tax but smokeless tobacco does (or combustion tobacco has incentives).
- › The product is subject to an excise tax differentiated from the tax on combustion tobacco.
- › The product has the same tax treatment as combustion tobacco.
- › The product does not have any excise tax and the combustion tobacco does.
- › There is a direct financial reward to the user for the use of the smokeless product as a smoking cessation mechanism at the same time as there is an excise tax on combustion tobacco.
- › There is an indirect subsidy on the price of the smokeless product throughout the marketing chain (manufacture, distribution and/or sale) at the same time that there is an excise tax on combustion tobacco.

› NOTE.

- **Advertising** - Choose from the following options by deleting those that do not apply and then add a note:

- › Advertising of this product is free.
- › The advertising of this product is required to include warnings about its impact on health.
- › Advertising of this product is banned.
- › Advertising of this product is restricted.
- › NOTE: Please specify in which advertising channels

it is banned or permitted.

- **Packaging** - Choose from the following options by deleting those that do not apply and then add a note:

- › The packaging of this product is free and without requirements.
- › Product packaging requires health warnings that are different from those of combustion tobacco.
- › The packaging of this product is required to include a textual warning equal to that of combusted tobacco about the health impact of this product.
- › The packaging of this product is required to include a warning with images equal to those of combustion tobacco about the health impact of this product.
- › The packaging of this product is neutral and standardized among all brands.
- › NOTE.

- **Display** - Choose from the following options by deleting the ones that do not apply and then add a note:

- › The display of the product in a store is free.
- › The display of the product in a store is limited to the indoors and may not be displayed in a shop window.
- › The display of the product in a store is banned and the product must be stored out of sight of customers and requested by them.
- › NOTE.

- **Banning** - Choose from the following options by deleting those that do not apply and then add a note:

- › The product is banned for minors.
- › Nicotine is banned for the product even for adults.
- › The level of nicotine in the product is limited.
- › The use of flavorings in the product is banned.
- › The sale of the product online is banned or its sale is allowed only in specific points.
- › The marketing of the product in general is banned.

- › The use of the product in indoor public areas is banned.
 - › The use of the product in outdoor public spaces is banned.
 - › The use of the product is totally and generally banned.
 - › The product is de-facto banned.
 - › The product is considered a pharmaceutical product and requires a medical prescription for its purchase.
 - › There is no specific regulatory framework that covers any of its aspects.
 - › NOTE: Please specify in which points of sale the product is allowed to be marketed if it is feasible. If the nicotine level is restricted, explain what the nicotine level is. In relation to the flavors, if there is a restriction, detail on what types of flavors it applies or if it is for all types.
 - **Health Policy** - Choose from the following options by deleting those that do not apply and then add a note:
 - › State health policy actively promotes and recommends the use of the product.
 - › The state health policy recognizes the use of the product passively but does not promote it actively; public information and recommendations are outdated, omit to name the product, contain errors and/or present precautionary reservations.
 - › State health policy discourages the use of the product and/or equates it with combustion tobacco.
 - › NOTE.
- Snus:**
- **Tax tools** - Excise taxes applied to the product (leaving aside general taxes that affect them such as Value Added Tax, Income Tax, Gross Income Tax, etc.). Incentives for tobacco cultivation should not be considered. In turn, a brief explanatory note on the tax that applies or if it does not exist must be included:
 - › Combustion tobacco has no excise tax but smokeless tobacco does (or combustion tobacco has incentives).
- › The product is subject to an excise tax differentiated from the tax on combustion tobacco.
 - › The product has the same tax treatment as combustion tobacco.
 - › The product does not have any excise tax and the combustion tobacco does.
 - › There is a direct financial reward to the user for the use of the smokeless product as a smoking cessation mechanism at the same time as there is a special tax on combustion tobacco.
 - › There is an indirect subsidy on the price of the smokeless product throughout the marketing chain (manufacture, distribution and/or sale) at the same time that there is an excise tax on combustion tobacco.
 - › NOTE.
 - **Advertising** - Choose from the following options by deleting those that do not apply and then add a note:
 - › Advertising of this product is free.
 - › The advertising of this product is required to include warnings about its impact on health.
 - › Advertising of this product is banned.
 - › Advertising of this product is restricted.
 - › NOTE: Please specify in which advertising channels it is banned or permitted.
 - **Packaging** - Choose from the following options by deleting those that do not apply and then add a note:
 - › The packaging of this product is free and without requirements.
 - › Product packaging requires health warnings that are different from those of combusted tobacco.
 - › The packaging of this product is required to include a textual warning equal to that of combusted tobacco about the health impact of this product.
 - › The packaging of this product is required to include a warning with images equal to those of combustion tobacco about the health impact of this product.

› The packaging of this product is neutral and standardized among all brands.

› NOTE.

• **Display** - Choose from the following options by deleting the ones that do not apply and then add a note:

› The display of the product in a store is free.

› The display of the product in a store is limited to the indoor and may not be displayed in a shop window.

› The display of the product in a store is banned and the product must be stored out of sight of customers and requested by them.

› NOTE.

Banning - Choose from the following options by deleting those that do not apply and then add a note:

› The product is banned for minors.

› Nicotine is banned for the product even for adults.

› The level of nicotine in the product is limited.

› The use of flavorings in the product is banned.

› The sale of the product online is banned or its sale is allowed only in specific points.

› The marketing of the product in general is banned.

› The use of the product in indoor public areas is banned.

› The use of the product in outdoor public spaces is banned.

› The use of the product is totally and generally banned.

› The product is de-facto banned.

› The product is considered a pharmaceutical product and requires a medical prescription for its purchase.

› There is no specific regulatory framework that covers any of its aspects.

› NOTE: Please specify in which points of sale the

product is allowed to be marketed if it is feasible. If the nicotine level is restricted, explain what the nicotine level is. In relation to the flavors, if there is a restriction, detail on what types of flavors it applies or if it is for all types.

• **Health Policy** - Choose from the following options by deleting those that do not apply and then add a note:

› State health policy actively promotes and recommends the use of the product.

› The state health policy recognizes the use of the product passively but does not promote it actively; public information and recommendations are outdated, omit to name the product, contain errors and/or present precautionary reservations.

› State health policy discourages the use of the product and/or equates it with combustion tobacco.

› NOTE.

Nicotine pouches:

• **Tax tools** - Excise taxes applied to the product (leaving aside general taxes that affect them such as Value Added Tax, Income Tax, Gross Income Tax, etc.). Incentives for tobacco cultivation should not be considered. In turn, a brief explanatory note on the tax that applies or if it does not exist must be included:

› Combustion tobacco has no excise tax but smokeless tobacco does (or combustion tobacco has incentives).

› The product is subject to an excise tax differentiated from the tax on combustion tobacco.

› The product has the same tax treatment as combustion tobacco.

› The product does not have any excise tax and the combustion tobacco does.

› There is a direct financial reward to the user for the use of the smokeless product as a smoking cessation mechanism at the same time as there is a special tax on combustion tobacco.

› There is an indirect subsidy on the price of the smokeless product throughout the marketing chain (manufacture, distribution and/or sale) at the same

time that there is an excise tax on combustion tobacco.

› NOTE.

- **Advertising** - Choose from the following options by deleting those that do not apply and then add a note:

- › Advertising of this product is free.
- › The advertising of this product is required to include warnings about its impact on health.
- › Advertising of this product is banned.
- › Advertising of this product is restricted.
- › NOTE: Please specify in which advertising channels it is banned or permitted.

- **Packaging** - Choose from the following options by deleting those that do not apply and then add a note:

- › The packaging of this product is free and without requirements.
- › Product packaging requires health warnings that are different from those of combusted tobacco.
- › The packaging of this product is required to include a textual warning equal to that of combusted tobacco about the health impact of this product.
- › The packaging of this product is required to include a warning with images equal to those of combusted tobacco about the health impact of this product.
- › The packaging of this product is neutral and standardized among all brands.
- › NOTE.

- **Display** - Choose from the following options by deleting the ones that do not apply and then add a note:

- › The display of the product in a store is free.
- › The display of the product in a store is limited to the indoor and may not be displayed in a shop window.
- › The display of the product in a store is banned and the product must be stored out of sight of customers and requested by them.

› NOTE.

- **Banning** - Choose from the following options by deleting those that do not apply and then add a note:

- › The product is banned for minors.
- › Nicotine is banned for the product even for adults.
- › The level of nicotine in the product is limited.
- › The use of flavorings in the product is banned.
- › The sale of the product online is banned or its sale is allowed only in specific points.
- › The marketing of the product in general is banned.
- › The use of the product in indoor public areas is banned.
- › The use of the product in outdoor public spaces is banned.
- › The use of the product is totally and generally banned.
- › The product is de-facto banned.
- › The product is considered a pharmaceutical product and requires a medical prescription for its purchase.
- › There is no specific regulatory framework that covers any of its aspects.
- › NOTE: Please specify in which points of sale the product is allowed to be marketed if it is feasible. If the nicotine level is restricted, explain what the nicotine level is. In relation to the flavors, if there is a restriction, detail on what types of flavors it applies or if it is for all types.

- **Health Policy** - Choose from the following options by deleting those that do not apply and then add a note:

- › State health policy actively promotes and recommends the use of the product.
- › The state health policy recognizes the use of the product passively but does not promote it actively; public information and recommendations are outdated, omit to name the product, contain errors and/or present precautionary reservations.

- › State health policy discourages the use of the product and/or equates it with burning tobacco.
- › NOTE.
- › Regulatory Framework - Choose from the following options, deleting the one that does not apply:
 - › There is a specific regulatory framework for vape products or nicotine pouches.
 - › There is no specific regulatory framework for vape products or nicotine pouches.

Data

Comprehensive Annex of Information Collected

A file with a table including all the data compiled for the 59 countries can be found in the following [link](#). Data containing an asterisk (*) could not be fully confirmed.

Country Data Sheets

In this section, an individual fact sheet is provided for each country, summarizing the values and positions in general and for each product, together with a descriptive note prepared on the basis of the results and data studied, as well as clarifying information gathered. Relevant aspects were detailed in this note and, for reasons of efficiency, it was decided to list only the restrictions and bans that apply to the product. What is not specified as banned or restricted is because it is permitted or is not regulated.

Argentina



Argentina is a country with extensive traditional anti-smoking policies and lags behind globally and regionally, especially due to its restrictive stance on vaping. While Snus, Nicotine Pouches and Heated Tobacco Products are allowed, Vape Products cannot be marketed due to their ban, although their use is not restricted beyond their ban in indoor public spaces (a ban that is replicated for Snus and Heated Tobacco). Health recommendations equate the products with smoking tobacco, with the exception of Nicotine Pouches (which are also not actively promoted). In terms of taxation, Snus is taxed the same as smoking tobacco, as are Heated Tobacco consumables, and Nicotine Pouches are not subject to excise tax. Advertising of these three products is banned (except for Snus in stores) and they are required to have graphic warnings on their packaging. Display is restricted to inside the stores in the case of Snus and heated tobacco products, as is the case with smoking tobacco. As regards Snus and heated tobacco, there is a minor exception to advertising, which is feasible within the stores selling the products, as is also the case with smoking tobacco. In the case of Nicotine Pouches, all the advantages come from the lack of a concrete regulatory framework, although there are doubts regarding the regulatory coverage of the existing local law, which in case of applying also to this product would establish a ban on advertising. In general terms, the tendency of the country and subnational governments has been to implement prohibitionist policies far from harm reduction, something that seems to continue in the future.

Region	Americas
Number of Countries in the Region	19
Population	45,376,763
Smoking Death Rate (2019, Range of 14 to 152 per 100,000 inhab.)	94,53
Smoking Daily Prevalence (2012, Range of 4% to 35.5%)	19,30%
Index	
Value (Range of 14 to 83.5)	34
Global Performance (Ranking 1 to 49)	42
Regional Performance (Ranking 1 to 15)	9
Sub Index by Product	
Sub Index of Vape Products	
Value (Range of 0 to 90)	20
Global Performance (Ranking 1 to 49)	42
Regional Performance (Ranking 1 to 15)	9
Sub Index of Heated Tobacco Products	
Value (Range of 0 to 80)	70
Global Performance (Ranking 1 to 49)	20
Regional Performance (Ranking 1 to 12)	2
Sub Index of Nicotine Pouches	
Value (Range of 0 to 85)	45
Global Performance (Ranking 1 to 49)	39
Regional Performance (Ranking 1 to 15)	13
Sub Index of Snus	
Value (Range of 0 to 80)	75
Global Performance (Ranking 1 to 49)	4
Regional Performance (Ranking 1 to 15)	1
Product Availability	
Availability of Vape Products	Banned
Availability of Heated Tobacco Products	Permitted
Availability of Nicotine Pouches	Permitted
Availability of Snus	Permitted
Categories	
Vaping Products	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Marketing is banned. Prescription is required or the Product is only marketed in pharmacies
Flavors	Only tobacco flavors are allowed or No flavors are allowed
Packaging	Graphic health warnings are required or Generic packaging applies

Advertising	Advertising the product is banned
Display	General retail display is banned
Retail Availability	Physical sales are only allowed in specialized stores or Banned
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Heated Tobacco Products	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is permitted
Display	General retail display is permitted
Retail Availability	Physical sales are only allowed in specialized stores or Banned
Online Sales	Online sale is permitted
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Nicotine Pouches	
Regulatory Framework	There is no specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Only tobacco flavors are allowed or No flavors are allowed
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is permitted
Display	General retail display is banned
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is banned
Taxation	No excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Snus	

Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is permitted
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	No excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product

Australia



Australia is a paradigmatic case. It maintains one of the worst regional and global scores because all products are banned, with the exception of vaping products, whose consumption is restricted, as it requires a medical prescription for importation or purchase through a system of registered pharmacies. Nicotine is classified as a poison, except when the product has been approved by medical prescription. As a consequence, Nicotine Pouches are banned de facto, as well as heated tobacco products and Snus, because only smoking tobacco is legal. It is worth noting that much of the current regulation rests with the sub-national states and that the trend in the country has been to tighten restrictions. This has turned Australia into a case where the risk profile of non-combusted nicotine products is not considered and has distanced the country from New Zealand, with which it has important similarities and has even brought regulatory frameworks closer in different areas.

Region	Asia-Oceania
Number of Countries in the Region	3
Population	25.687.041
Smoking Death Rate (2019, Range of 14 to 152 per 100,000 inhab.)	44,66
Smoking Daily Prevalence (2012, Range of 4% to 35.5%)	16.30%
Index	
Value (Range of 14 to 83.5)	14
Global Performance (Ranking 1 to 49)	49
Regional Performance (Ranking 1 to 15)	3
Sub Index by Product	
Sub Index of Vape Products	
Value (Range of 0 to 90)	20
Global Performance (Ranking 1 to 49)	42
Regional Performance (Ranking 1 to 15)	3
Sub Index of Heated Tobacco Products	
Value (Range of 0 to 80)	0
Global Performance (Ranking 1 to 49)	49
Regional Performance (Ranking 1 to 12)	3
Sub Index of Nicotine Pouches	
Value (Range of 0 to 85)	0
Global Performance (Ranking 1 to 49)	47
Regional Performance (Ranking 1 to 15)	3
Sub Index of Snus	
Value (Range of 0 to 80)	0
Global Performance (Ranking 1 to 49)	49
Regional Performance (Ranking 1 to 15)	3
Product Availability	
Availability of Vape Products	Banned
Availability of Heated Tobacco Products	Permitted
Availability of Nicotine Pouches	Permitted
Availability of Snus	Permitted
Categories	
Vaping Products	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Marketing is banned. Prescription is required or the Product is only marketed in pharmacies
Flavors	Only tobacco flavors are allowed or No flavors are allowed
Packaging	Graphic health warnings are required or Generic packaging applies

Advertising	Advertising the product is banned
Display	General retail display is banned
Retail Availability	Physical sales are only allowed in specialized stores or Banned
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Heated Tobacco Products	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is permitted
Display	General retail display is permitted
Retail Availability	Physical sales are only allowed in specialized stores or Banned
Online Sales	Online sale is permitted
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Nicotine Pouches	
Regulatory Framework	There is no specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Only tobacco flavors are allowed or No flavors are allowed
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is permitted
Display	General retail display is banned
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is banned
Taxation	No excise taxes are applied on the product

Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Snus	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is permitted
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	No excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product

Austria



Austria maintains an intermediate global and regional position explained by certain restrictions on the use and marketing of some products and a general passivity of health recommendations. Snus is banned due to European Union regulations and the health authorities maintain an ambiguous position. Nicotine pouches are marketed as consumer products, both in state-monopoly network stores and on the Internet, displaying health warnings and respecting a limit to the nicotine content, although Nicotine Pouches should, in fact, have a regulatory framework that reflects their specificity and risk profile so that they can contribute to smoking harm reduction. Heated Tobacco Products cannot be advertised (except in stores), must have textual warnings, cannot be used in indoor public spaces, can only be marketed in stores that are part of a tobacco administrative monopoly, have differentiated excise taxes on the consumable and health recommendations are unclear. Vape products cannot be advertised (except in stores) or used in indoor public spaces, must have textual warnings on their packaging, have a nicotine limit of 20mg/ml (by European Union regulation), can only be marketed in stores that are part of a tobacco administrative monopoly or specialized stores, and are discouraged by government policy (applying the range of tobacco regulations). Vape Products, Heated Tobacco Products and Nicotine Pouches must have differentiated textual warnings on their packaging.

Region	Europe
Number of Countries in the Region	25
Population	8.917.205
Smoking Death Rate (2019, Range of 14 to 152 per 100,000 inhab.)	67,9
Smoking Daily Prevalence (2012, Range of 4% to 35.5%)	29,30%
Index	
Value (Range of 14 to 83,5)	70,75
Global Performance (Ranking 1 to 49)	19
Regional Performance (Ranking 1 to 25)	13
Sub Index by Product	
Sub Index of Vape Products	
Value (Range of 0 to 90)	75
Global Performance (Ranking 1 to 49)	14
Regional Performance (Ranking 1 to 24)	11
Sub Index of Heated Tobacco Products	
Value (Range of 0 to 80)	70
Global Performance (Ranking 1 to 49)	20
Regional Performance (Ranking 1 to 22)	16
Sub Index of Nicotine Pouches	
Value (Range of 0 to 85)	65
Global Performance (Ranking 1 to 49)	10
Regional Performance (Ranking 1 to 24)	7
Sub Index of Snus	
Value (Range of 0 to 80)	20
Global Performance (Ranking 1 to 49)	24
Regional Performance (Ranking 1 to 4)	4
Categories	
Product Availability	Permitted
Availability of Vape Products	Permitted
Availability of Heated Tobacco Products	Permitted
Availability of Nicotine Pouches	Banned
Availability of Snus	
Vaping Products	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted

Display	General retail display is permitted
Retail Availability	Physical sales are only allowed in specialized stores or Banned
Online Sales	Online sale is banned
Taxation	No excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Heated Tobacco Products	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted
Display	General retail display is permitted
Retail Availability	Physical sales are only allowed in specialized stores or Banned
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Nicotine Pouches	
Regulatory Framework	There is no specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	No excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product

Snus	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Marketing is banned. Prescription is required or the Product is only marketed in pharmacies
Flavors	Only tobacco flavors are allowed or No flavors are allowed
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is banned
Display	General retail display is banned
Retail Availability	Physical sales are only allowed in specialized stores or Banned
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product

Bangladesh



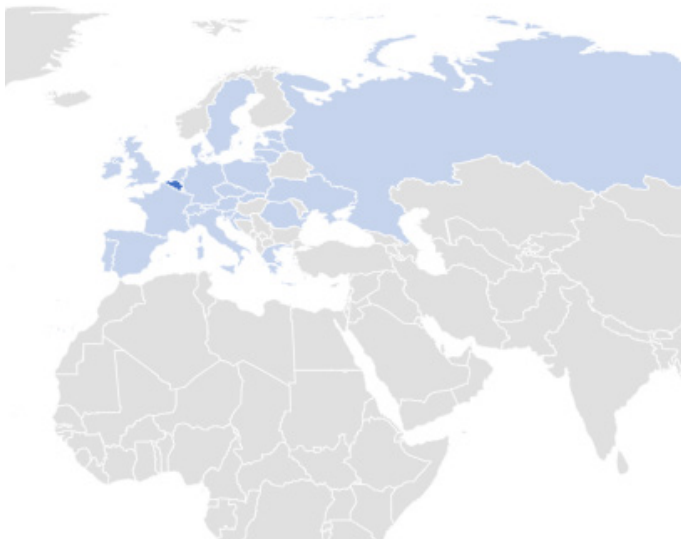
Bangladesh belongs to the countries that do not have a specific regulatory framework for any product. Within this group, it maintains an intermediate global and advanced regional score, considering that no differentiation is made in the regulation of non-combusted nicotine and smoking tobacco products, despite their different risk profiles. This could contribute to achieving the government's announced intention to become a smoke-free country by 2040. Heated Tobacco Products and Nicotine Pouches are not regulated, although it is interpreted that they cannot be advertised, must contain graphic warnings on their packaging, and government policy does not address them (although it could). Vape products also do not have a specific regulatory framework, advertising is not allowed, and they are taxed differently from smoking tobacco, while health recommendations do not address them (despite government and parliamentary proposals to ban their sales). Snus does not have a specific regulatory framework, cannot be advertised, must contain graphic warnings, has the same tax treatment as smoking tobacco, and health policies do not address it (although it is interpreted that some aspects of tobacco regulations apply). Vape Products, Heated Tobacco Products and Nicotine Pouches must have distinct textual warnings on their packaging.

Region	Asia-Oceania
Number of Countries in the Region	4
Population	164.689.383
Smoking Death Rate (2019, Range of 14 to 152 per 100,000 inhab.)	86,37
Smoking Daily Prevalence (2012, Range of 4% to 35.5%)	22,40%
Index	
Value (Range of 14 to 83.5)	60,5
Global Performance (Ranking 1 to 49)	6
Regional Performance (Ranking 1 to 4)	1
Sub Index by Product	
Sub Index of Vape Products	
Value (Range of 0 to 90)	60
Global Performance (Ranking 1 to 49)	6
Regional Performance (Ranking 1 to 3)	1
Sub Index of Heated Tobacco Products	
Value (Range of 0 to 80)	60
Global Performance (Ranking 1 to 49)	2
Regional Performance (Ranking 1 to 4)	1
Sub Index of Nicotine Pouches	
Value (Range of 0 to 85)	65
Global Performance (Ranking 1 to 49)	1
Regional Performance (Ranking 1 to 3)	1
Sub Index of Snus	
Value (Range of 0 to 80)	65
Global Performance (Ranking 1 to 49)	1
Regional Performance (Ranking 1 to 4)	1
Product Availability	
Availability of Vape Products	Permitted
Availability of Heated Tobacco Products	Permitted
Availability of Nicotine Pouches	Permitted
Availability of Snus	Permitted
Categories	
Vaping Products	
Regulatory Framework	There is no specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted

Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Heated Tobacco Products	
Regulatory Framework	There is no specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is permitted
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	No excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Nicotine Pouches	
Regulatory Framework	There is no specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	No excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product

Snus	
Regulatory Framework	There is no specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	No excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product

Belgium



Belgium maintains a relatively advanced position in the global and regional rankings, with severe restrictions on products and with Belgian authorities that do not take into account the smoking harm reduction strategy in their health policy. Due to European Union legislation, Snus is banned and health recommendations advise against it. Nicotine Pouches are considered pharmaceutical products and the government authority has an outdated view on them. Heated Tobacco Products are allowed, but have the same restrictions and legal treatment as smoking tobacco under the category of "novelty tobacco products", limiting their sale to specific stores, prohibiting their advertising and use in indoor public spaces, as well as requiring graphic warnings and applying the same tax treatment (it should be clarified that there are no products of this type available in the local market). Health recommendations on this product recognize its lower toxicity, but there are doubts regarding its potential as a smoking cessation tool. In parallel, vaping products have a limit of 20mg/ml of nicotine (by regulation of the European Union), their use is banned in indoor public spaces, a textual warning is required on their packaging and advertising is illegal except inside the stores authorized for their physical sale, the only permitted marketing channels. The health authority advises against their use. Vape products, heated tobacco products and nicotine pouches must have differentiated textual warnings on their packaging. In general terms, the country maintains a precautionary tendency regarding smokeless products.

Region	Europe
Number of Countries in the Region	25
Population	11.555.997
Smoking Death Rate (2019, Range of 14 to 152 per 100,000 inhab.)	82,28
Smoking Daily Prevalence (2012, Range of 4% to 35.5%)	26,10%
Index	
Value (Range of 14 to 83.5)	74
Global Performance (Ranking 1 to 49)	13
Regional Performance (Ranking 1 to 25)	9
Sub Index by Product	
Sub Index of Vape Products	
Value (Range of 0 to 90)	80
Global Performance (Ranking 1 to 49)	8
Regional Performance (Ranking 1 to 24)	7
Sub Index of Heated Tobacco Products	
Value (Range of 0 to 80)	70
Global Performance (Ranking 1 to 49)	20
Regional Performance (Ranking 1 to 22)	16
Sub Index of Nicotine Pouches	
Value (Range of 0 to 85)	60
Global Performance (Ranking 1 to 49)	29
Regional Performance (Ranking 1 to 24)	19
Sub Index of Snus	
Value (Range of 0 to 80)	20
Global Performance (Ranking 1 to 49)	24
Regional Performance (Ranking 1 to 4)	4
Product Availability	
Availability of Vape Products	Permitted
Availability of Heated Tobacco Products	Permitted
Availability of Nicotine Pouches	Permitted
Availability of Snus	Banned
Categories	
Vaping Products	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required

Advertising	Advertising the product is permitted
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is banned
Taxation	No excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Heated Tobacco Products	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is banned
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Nicotine Pouches	
Regulatory Framework	There is no specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is banned
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	No excise taxes are applied on the product

Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Snus	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Marketing is banned. Prescription is required or the Product is only marketed in pharmacies
Flavors	Only tobacco flavors are allowed or No flavors are allowed
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is banned
Display	General retail display is banned
Retail Availability	Physical sales are only allowed in specialized stores or Banned
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product

Bolivia



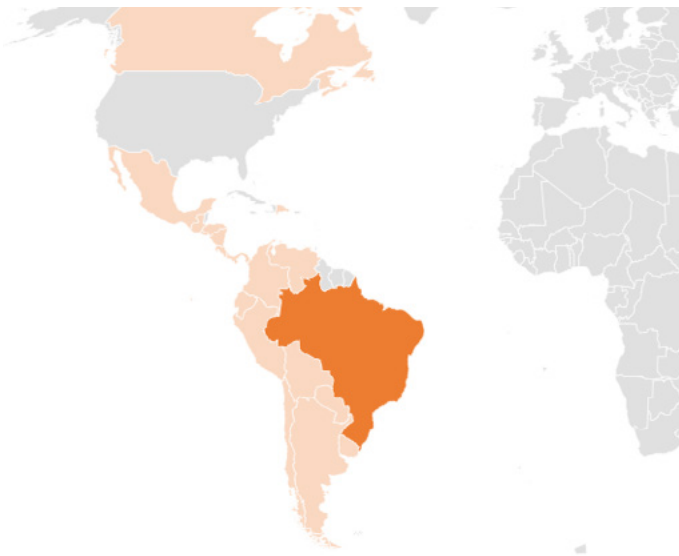
Bolivia belongs to the countries that do not have a specific regulatory framework for any product. Within this group, it maintains a moderately advanced position at the global and regional level with all products permitted. In general, the lack of regulatory clarity and specificity favors the country's score, rather than a policy that seeks a harm reduction approach. Nicotine pouches are not regulated and do not have special taxes, while health recommendations passively recognize them. The same happens with Snus, which has not yet been regulated in particular as required by local regulations, which assigns it the same restrictions as smoking tobacco, with the same excise tax, textual health warnings on its advertising and packaging and the ban of display in stores. In parallel, heated tobacco products are covered by the regulation of smoking tobacco with a ban on their sale in vending machines, their use in indoor public spaces and their advertising (except inside stores), the requirement of graphic warnings on their packaging and a differentiated excise tax on the consumable, while the authorities discourage their use even though they are not available in the local market. The regulation of Vape Products is also pending. Vape Products, Heated Tobacco Products, Snus and Nicotine Pouches must have differentiated textual warnings on their packaging.

Region	Americas
Number of Countries in the Region	4
Population	11.673.029
Smoking Death Rate (2019, Range of 14 to 152 per 100,000 inhab.)	43,01
Smoking Daily Prevalence (2012, Range of 4% to 35,5%)	24,40%
Index	
Value (Range of 14 to 83,5)	63,5
Global Performance (Ranking 1 to 49)	3
Regional Performance (Ranking 1 to 3)	3
Sub Index by Product	
Sub Index of Vape Products	
Value (Range of 0 to 90)	65
Global Performance (Ranking 1 to 49)	1
Regional Performance (Ranking 1 to 1)	1
Sub Index of Heated Tobacco Products	
Value (Range of 0 to 80)	60
Global Performance (Ranking 1 to 49)	2
Regional Performance (Ranking 1 to 2)	2
Sub Index of Nicotine Pouches	
Value (Range of 0 to 85)	65
Global Performance (Ranking 1 to 49)	1
Regional Performance (Ranking 1 to 1)	1
Sub Index of Snus	
Value (Range of 0 to 80)	55
Global Performance (Ranking 1 to 49)	5
Regional Performance (Ranking 1 to 3)	3
Product Availability	
Availability of Vape Products	Permitted
Availability of Heated Tobacco Products	Permitted
Availability of Nicotine Pouches	Permitted
Availability of Snus	Permitted
Categories	
Vaping Products	
Regulatory Framework	There is no specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required

Advertising	Advertising the product is permitted
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	No excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Heated Tobacco Products	
Regulatory Framework	There is no specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Nicotine Pouches	
Regulatory Framework	There is no specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	No excise taxes are applied on the product

Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Snus	
Regulatory Framework	There is no specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted
Display	General retail display is banned
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product

Brazil



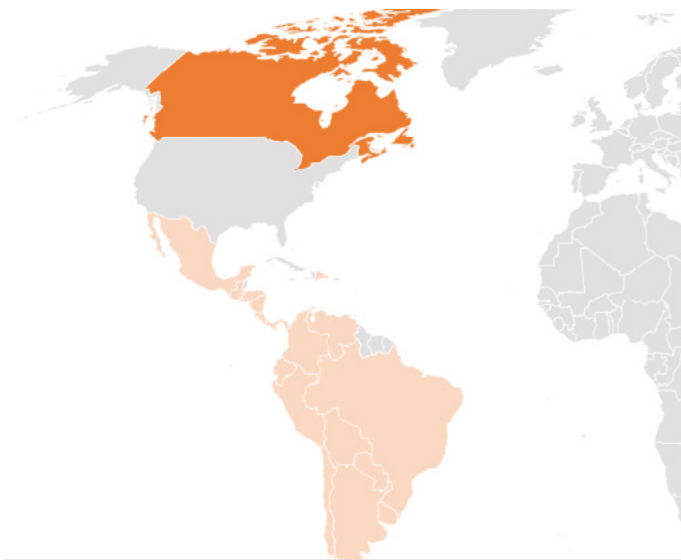
Brazil maintains a poor performance globally and regionally, mainly due to the fact that the marketing of Vape Products and Tobacco Heated Products is banned, and that health recommendations generally discourage the 4 products. In parallel, Snus and Nicotine Pouches are considered as "other tobacco products," cannot be advertised and must be sold in physical stores outside hospitals, educational institutions and state buildings, as well as their use is banned in indoor public spaces and their use is generally discouraged. The excise taxes that would be applied to heated tobacco products and vaping products would be lower than those applied to cigarettes, but the marketing of these products remains banned. Nicotine pouches must have differentiated textual warnings on their packaging. There are currently promising regulatory review processes underway with the aim of reforming the legal status of heated tobacco products and vaping products.

Region	Americas
Number of Countries in the Region	15
Population	212.559.409
Smoking Death Rate (2019, Range of 14 to 152 per 100,000 inhab.)	73,12
Smoking Daily Prevalence (2012, Range of 4% to 35.5%)	13,80%
Index	
Value (Range of 14 to 83.5)	23,5
Global Performance (Ranking 1 to 49)	45
Regional Performance (Ranking 1 to 15)	12
Sub Index by Product	
Sub Index of Vape Products	
Value (Range of 0 to 90)	20
Global Performance (Ranking 1 to 49)	42
Regional Performance (Ranking 1 to 15)	9
Sub Index of Heated Tobacco Products	
Value (Range of 0 to 80)	20
Global Performance (Ranking 1 to 49)	45
Regional Performance (Ranking 1 to 12)	12
Sub Index of Nicotine Pouches	
Value (Range of 0 to 85)	40
Global Performance (Ranking 1 to 49)	40
Regional Performance (Ranking 1 to 15)	14
Sub Index of Snus	
Value (Range of 0 to 80)	70
Global Performance (Ranking 1 to 49)	6
Regional Performance (Ranking 1 to 15)	2
Product Availability	
Availability of Vape Products	Banned
Availability of Heated Tobacco Products	Banned
Availability of Nicotine Pouches	Permitted
Availability of Snus	Permitted
Categories	
Vaping Products	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Marketing is banned. Prescription is required or the Product is only marketed in pharmacies
Flavors	Only tobacco flavors are allowed or No flavors are allowed
Packaging	Graphic health warnings are required or Generic packaging applies

Advertising	Advertising the product is banned
Display	General retail display is banned
Retail Availability	Physical sales are only allowed in specialized stores or Banned
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Heated Tobacco Products	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Marketing is banned. Prescription is required or the Product is only marketed in pharmacies
Flavors	Only tobacco flavors are allowed or No flavors are allowed
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is banned
Display	General retail display is banned
Retail Availability	Physical sales are only allowed in specialized stores or Banned
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Nicotine Pouches	
Regulatory Framework	There is no specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Only tobacco flavors are allowed or No flavors are allowed
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is banned
Display	General retail display is banned
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is banned

Taxation	No excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Snus	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is banned
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product

Canada



Canada maintains a relatively advanced global score and an advanced regional score. Although it has certain restrictions on use, marketing and advertising, it benefits from having a specific regulatory framework for all products and does not ban any of them. Vape Products cannot be advertised anywhere visible to young people and must contain health warnings, packaging can include differentiated textual warnings, cannot be displayed, flavors are banned, nicotine is limited to 20mg/ml, no taxes (although there are some differentiated excise taxes on consumable at the provincial level and a national one is expected in 2022) and the policy maintains an outdated stance (in addition to greater local restrictions depending on the subnational state). In the case of heated tobacco products, the packaging must be generic, they must not be sold in vending machines or used in indoor public spaces, sales outlets require a license, menthol flavor is banned, they have differentiated excise taxes and the health policy discourages them (in addition to greater local restrictions). And in the case of Snus, the packaging must be generic, it cannot be exhibited, sold in vending machines or used in indoor or outdoor public spaces, the menthol flavor is banned and the stores require a license, it has differentiated special taxes and the health policy discourages it (in addition to greater local restrictions). In relation to Nicotine Pouches, they must include textual warnings and are considered a natural health product if the nicotine level is lower than 4mg, or a pharmaceutical product if it is higher). Vape Products, Heated Tobacco Products, Snus and Nicotine Pouches must have differentiated textual warnings on their packaging.

Region	Americas
Number of Countries in the Region	15
Population	38.005.238
Smoking Death Rate (2019, Range of 14 to 152 per 100,000 inhab.)	69,42
Smoking Daily Prevalence (2012, Range of 4% to 35,5%)	14,50%
Index	
Value (Range of 14 to 83,5)	73
Global Performance (Ranking 1 to 49)	14
Regional Performance (Ranking 1 to 15)	2
Sub Index by Product	
Sub Index of Vape Products	
Value (Range of 0 to 90)	75
Global Performance (Ranking 1 to 49)	14
Regional Performance (Ranking 1 to 15)	2
Sub Index of Heated Tobacco Products	
Value (Range of 0 to 80)	65
Global Performance (Ranking 1 to 49)	32
Regional Performance (Ranking 1 to 12)	7
Sub Index of Nicotine Pouches	
Value (Range of 0 to 85)	85
Global Performance (Ranking 1 to 49)	1
Regional Performance (Ranking 1 to 15)	1
Sub Index of Snus	
Value (Range of 0 to 80)	65
Global Performance (Ranking 1 to 49)	10
Regional Performance (Ranking 1 to 15)	5
Product Availability	
Availability of Vape Products	Permitted
Availability of Heated Tobacco Products	Permitted
Availability of Nicotine Pouches	Permitted
Availability of Snus	Permitted
Categories	
Vaping Products	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Only tobacco flavors are allowed or No flavors are allowed
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted

Display	General retail display is banned
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	No excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Heated Tobacco Products	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Only tobacco flavors are allowed or No flavors are allowed
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is permitted
Display	General retail display is banned
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Nicotine Pouches	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	No excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product

Snus	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Only tobacco flavors are allowed or No flavors are allowed
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is permitted
Display	General retail display is banned
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	No excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product

Chile



Chile maintains a backward global and regional position with strong restrictions and a health policy misaligned with risk reduction principles. Vape products have a de-facto ban as they are regulated as a pharmaceutical product that requires a license not yet granted to any company or individual, their advertising is banned, the sale requires a permit and health recommendations discourage it (although there are legislative advances towards legalization as a consumer product with some particular restrictions). These could have differentiated textual warnings on their packaging. Heated Tobacco Products and Snus cannot be advertised, must include graphic warnings on the packaging, cannot be displayed in such a way as to be seen from outside the store or used in indoor public spaces, are subject to the same excise tax as smoking tobacco (on the consumable for Heated Tobacco) and are discouraged by health policy. Nicotine pouches are regulated as a medicinal product, cannot be advertised, are only allowed to be sold in pharmacies and are discouraged by health policy.

Region	Americas
Number of Countries in the Region	15
Population	19.116.209
Smoking Death Rate (2019, Range of 14 to 152 per 100,000 inhab.)	46,54
Smoking Daily Prevalence (2012, Range of 4% to 35.5%)	28,60%
Index	
Value (Range of 14 to 83,5)	32,5
Global Performance (Ranking 1 to 49)	43
Regional Performance (Ranking 1 to 15)	10
Sub Index by Product	
Sub Index of Vape Products	
Value (Range of 0 to 90)	20
Global Performance (Ranking 1 to 49)	42
Regional Performance (Ranking 1 to 15)	9
Sub Index of Heated Tobacco Products	
Value (Range of 0 to 80)	70
Global Performance (Ranking 1 to 49)	20
Regional Performance (Ranking 1 to 12)	2
Sub Index of Nicotine Pouches	
Value (Range of 0 to 85)	20
Global Performance (Ranking 1 to 49)	41
Regional Performance (Ranking 1 to 15)	15
Sub Index of Snus	
Value (Range of 0 to 80)	70
Global Performance (Ranking 1 to 49)	6
Regional Performance (Ranking 1 to 15)	2
Product Availability	
Availability of Vape Products	Banned
Availability of Heated Tobacco Products	Permitted
Availability of Nicotine Pouches	Banned
Availability of Snus	Permitted
Categories	
Vaping Products	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Marketing is banned. Prescription is required or the Product is only marketed in pharmacies
Flavors	Only tobacco flavors are allowed or No flavors are allowed
Packaging	Graphic health warnings are required or Generic packaging applies

Advertising	Advertising the product is banned
Display	General retail display is banned
Retail Availability	Physical sales are only allowed in specialized stores or Banned
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Heated Tobacco Products	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is banned
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Nicotine Pouches	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Marketing is banned. Prescription is required or the Product is only marketed in pharmacies
Flavors	Only tobacco flavors are allowed or No flavors are allowed
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is banned
Display	General retail display is banned
Retail Availability	Physical sales are only allowed in specialized stores or Banned
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product

Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Snus	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is banned
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	No excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product

Colombia



Colombia maintains a relatively backward global and regional score, with few general restrictions on products, but does not achieve a good position due to the lack of specific regulatory frameworks for non-combusted nicotine products, where only heated tobacco products have one. Vape Products, Snus and Nicotine Pouches do not have a regulatory framework and health recommendations do not address them (although there is a legislative debate on these). Vape Products and Nicotine Pouches must have differentiated textual warnings on their packaging. Heating Tobacco Products cannot be advertised, must contain textual warnings on the packaging, cannot be displayed, have the same tax treatment as smoking tobacco in the consumable and are discouraged by health policy. Snus cannot be advertised or displayed in places where they can be seen from outside the store, must include graphic warnings on the packaging, and are subject to the same excise tax as smoking tobacco.

Region	Americas
Number of Countries in the Region	15
Population	50.882.884
Smoking Death Rate (2019, Range of 14 to 152 per 100,000 inhab.)	32,61
Smoking Daily Prevalence (2012, Range of 4% to 35.5%)	11,30%
Index	
Value (Range of 14 to 83,5)	64,75
Global Performance (Ranking 1 to 49)	35
Regional Performance (Ranking 1 to 15)	7
Sub Index by Product	
Sub Index of Vape Products	
Value (Range of 0 to 90)	65
Global Performance (Ranking 1 to 49)	37
Regional Performance (Ranking 1 to 15)	7
Sub Index of Heated Tobacco Products	
Value (Range of 0 to 80)	65
Global Performance (Ranking 1 to 49)	32
Regional Performance (Ranking 1 to 12)	7
Sub Index of Nicotine Pouches	
Value (Range of 0 to 85)	65
Global Performance (Ranking 1 to 49)	10
Regional Performance (Ranking 1 to 15)	2
Sub Index of Snus	
Value (Range of 0 to 80)	60
Global Performance (Ranking 1 to 49)	12
Regional Performance (Ranking 1 to 15)	6
Product Availability	
Availability of Vape Products	Permitted
Availability of Heated Tobacco Products	Permitted
Availability of Nicotine Pouches	Permitted
Availability of Snus	Permitted
Categories	
Vaping Products	
Regulatory Framework	There is no specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted

Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	No excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Heated Tobacco Products	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is banned
Display	General retail display is banned
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Nicotine Pouches	
Regulatory Framework	There is no specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	No excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product

Snus	
Regulatory Framework	There is no specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	No excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product

Costa Rica



Costa Rica maintains an intermediate global and regional position, mainly due to a health policy that discourages the use of vaping and heated tobacco products. In turn, vaping products cannot be advertised, must have graphic warnings on the packaging (50% of it), cannot be used in indoor public spaces or sold on the Internet without age verification, vending machines or health and entertainment buildings, have excise taxes differentiated in the device and the consumable. Heated Tobacco Products cannot be advertised, must have graphic warnings on 50% of the wrapping, cannot be sold on the internet without age verification and stands that are not fixed buildings, cannot be used in indoor public spaces and have differentiated taxation of smoking tobacco in the device. Snus cannot be advertised, must include a graphic warning on the packaging, cannot be sold in stalls that are not fixed buildings, are taxed differently from smoking tobacco and the health policy is not clear. Nicotine pouches cannot be advertised, must include a graphic warning on the packaging (50% of the packaging), cannot be sold on the Internet, health recommendations do not address them, and they are taxed differently from combustible tobacco.

Region	Americas
Number of Countries in the Region	15
Population	5.094.114
Smoking Death Rate (2019, Range of 14 to 152 per 100,000 inhab.)	41,39
Smoking Daily Prevalence (2012, Range of 4% to 35.5%)	12,10%
Index	
Value (Range of 14 to 83.5)	68
Global Performance (Ranking 1 to 49)	27
Regional Performance (Ranking 1 to 15)	5
Sub Index by Product	
Sub Index of Vape Products	
Value (Range of 0 to 90)	70
Global Performance (Ranking 1 to 49)	23
Regional Performance (Ranking 1 to 15)	5
Sub Index of Heated Tobacco Products	
Value (Range of 0 to 80)	70
Global Performance (Ranking 1 to 49)	20
Regional Performance (Ranking 1 to 12)	2
Sub Index of Nicotine Pouches	
Value (Range of 0 to 85)	50
Global Performance (Ranking 1 to 49)	36
Regional Performance (Ranking 1 to 15)	12
Sub Index of Snus	
Value (Range of 0 to 80)	50
Global Performance (Ranking 1 to 49)	16
Regional Performance (Ranking 1 to 15)	9
Product Availability	
Availability of Vape Products	Permitted
Availability of Heated Tobacco Products	Permitted
Availability of Nicotine Pouches	Permitted
Availability of Snus	Permitted
Categories	
Vaping Products	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is banned

Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Heated Tobacco Products	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is banned
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Nicotine Pouches	
Regulatory Framework	There is no specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is banned
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Snus	

Regulatory Framework	There is no specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is banned
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	No excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product

Croatia



Croatia maintains a relatively backward global and regional score due to EU regulation prohibiting and discouraging Snus. Vape Products cannot be advertised, must include textual warnings, cannot be displayed, have a 20mg/ml nicotine limit (per EU regulation), cannot be sold in pharmacies, are taxed the same as smoking tobacco in the consumable, and health recommendations are outdated. Heated Tobacco Products cannot be advertised, must include textual warnings, cannot be displayed, cannot be sold in pharmacies or used in indoor public spaces, are subject to the same excise tax as smoking tobacco in the consumable and are not addressed by health policy. Nicotine pouches do not have a regulatory framework and are not addressed by the health authority. Vape Products, Heated Tobacco Products and Nicotine Pouches should have differentiated textual warnings on their packaging, although the focus should be on advertising restrictions, which should allow the smoker to receive information on the risk profile of alternatives to cigarettes.

Region	Europe
Number of Countries in the Region	25
Population	4.047.200
Smoking Death Rate (2019, Range of 14 to 152 per 100,000 inhab.)	108,73
Smoking Daily Prevalence (2012, Range of 4% to 35.5%)	27,90%
Index	
Value (Range of 14 to 83,5)	66,25
Global Performance (Ranking 1 to 49)	33
Regional Performance (Ranking 1 to 25)	22
Sub Index by Product	
Sub Index of Vape Products	
Value (Range of 0 to 90)	70
Global Performance (Ranking 1 to 49)	23
Regional Performance (Ranking 1 to 24)	16
Sub Index of Heated Tobacco Products	
Value (Range of 0 to 80)	65
Global Performance (Ranking 1 to 49)	32
Regional Performance (Ranking 1 to 22)	22
Sub Index of Nicotine Pouches	
Value (Range of 0 to 85)	65
Global Performance (Ranking 1 to 49)	10
Regional Performance (Ranking 1 to 24)	7
Sub Index of Snus	
Value (Range of 0 to 80)	20
Global Performance (Ranking 1 to 49)	24
Regional Performance (Ranking 1 to 4)	4
Product Availability	
Availability of Vape Products	Permitted
Availability of Heated Tobacco Products	Permitted
Availability of Nicotine Pouches	Permitted
Availability of Snus	Banned
Categories	
Vaping Products	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is banned

Display	General retail display is banned
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Heated Tobacco Products	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is banned
Display	General retail display is banned
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Nicotine Pouches	
Regulatory Framework	There is no specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	No excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product

Snus	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Marketing is banned. Prescription is required or the Product is only marketed in pharmacies
Flavors	Only tobacco flavors are allowed or No flavors are allowed
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is banned
Display	General retail display is banned
Retail Availability	Physical sales are only allowed in specialized stores or Banned
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product

Czech Republic



Czech Republic maintains a relatively advanced global and regional position mainly due to the lack of specific regulation on almost all products, with the exception of Snus. Vape Products cannot be advertised (except at points of sale, face-to-face, private events or specialized publications), the packaging must include textual warnings, they cannot be used in indoor public spaces or sold in school buildings, sanitary facilities or transport, nicotine is limited to 20mg/ml (by EU regulation) and health recommendations maintain outdated and precautionary positions. Heated Tobacco Products cannot be advertised (except in stores), must have textual warnings on the packaging, cannot be sold in hospitals or transport, cannot be used in indoor public spaces, have an excise tax differentiated in the consumable and the health authority maintains a precautionary position. Due to European Union regulations, Snus is forbidden and health recommendations discourage it. Nicotine pouches are not regulated, except for the recent need to include a textual warning on the packaging, and government policy does not address them, even though they could contribute to a smoking harm reduction strategy. Vape Products, Heated Tobacco Products and Nicotine Pouches should have distinct textual warnings on their packaging.

Region	Europe
Number of Countries in the Region	25
Population	10,698,896
Smoking Death Rate (2019, Range of 14 to 152 per 100,000 inhab.)	96,38
Smoking Daily Prevalence (2012, Range of 4% to 35.5%)	23,60%
Index	
Value (Range of 14 to 83.5)	76,25
Global Performance (Ranking 1 to 49)	11
Regional Performance (Ranking 1 to 25)	8
Sub Index by Product	
Sub Index of Vape Products	
Value (Range of 0 to 90)	80
Global Performance (Ranking 1 to 49)	8
Regional Performance (Ranking 1 to 24)	7
Sub Index of Heated Tobacco Products	
Value (Range of 0 to 80)	75
Global Performance (Ranking 1 to 49)	8
Regional Performance (Ranking 1 to 22)	8
Sub Index of Nicotine Pouches	
Value (Range of 0 to 85)	85
Global Performance (Ranking 1 to 49)	1
Regional Performance (Ranking 1 to 24)	1
Sub Index of Snus	
Value (Range of 0 to 80)	20
Global Performance (Ranking 1 to 49)	24
Regional Performance (Ranking 1 to 4)	4
Product Availability	
Availability of Vape Products	Permitted
Availability of Heated Tobacco Products	Permitted
Availability of Nicotine Pouches	Permitted
Availability of Snus	Banned
Categories	
Vaping Products	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted

Display	General retail display is permitted
Retail Availability	Physical sales are only allowed in specialized stores or Banned
Online Sales	Online sale is permitted
Taxation	No excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Heated Tobacco Products	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted
Display	General retail display is permitted
Retail Availability	Physical sales are only allowed in specialized stores or Banned
Online Sales	Online sale is permitted
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Nicotine Pouches	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	No excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product

Snus	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Marketing is banned. Prescription is required or the Product is only marketed in pharmacies
Flavors	Only tobacco flavors are allowed or No flavors are allowed
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is banned
Display	General retail display is banned
Retail Availability	Physical sales are only allowed in specialized stores or Banned
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product

Denmark



Denmark maintains a relatively backward global and regional position because of its regulations and bans, and a policy that discourages the use of reduced risk products. Vape products cannot be advertised, require generic packaging, cannot be displayed (except in specialty stores), nicotine levels are limited to 20mg/ml (by EU regulation), all flavors are banned except tobacco and menthol, cannot be used in indoor public spaces, have differentiated excise taxes on the consumable, and the health policy equates the product with smoking tobacco. Advertising restrictions should allow smokers to receive information on the risk profile of Vape Products as alternatives to cigarettes, and flavors in Vape Products should be recognized for their role in encouraging smokers to switch to products with a reduced risk profile and not to return to cigarettes. Heated Tobacco Products cannot be advertised, require generic packaging on the consumable, cannot be displayed or used in indoor public spaces, are subject to the same excise tax as smoking tobacco in the consumable, and health recommendations equate them with smoking tobacco. Snus is banned due to European Union regulations, and health recommendations discourage their use. Nicotine pouches cannot be advertised, must include textual warnings on the packaging, cannot be displayed, have a differentiated excise tax and health recommendations do not address them. Vape Products, Heated Tobacco Products and Nicotine Pouches must have differentiated textual warnings on their packaging.

Region	Europe
Number of Countries in the Region	25
Population	5,831,404
Smoking Death Rate (2019, Range of 14 to 152 per 100,000 inhab.)	103,86
Smoking Daily Prevalence (2012, Range of 4% to 35.5%)	18,70%
Index	
Value (Range of 14 to 83.5)	63
Global Performance (Ranking 1 to 49)	38
Regional Performance (Ranking 1 to 25)	24
Sub Index by Product	
Sub Index of Vape Products	
Value (Range of 0 to 90)	65
Global Performance (Ranking 1 to 49)	37
Regional Performance (Ranking 1 to 24)	24
Sub Index of Heated Tobacco Products	
Value (Range of 0 to 80)	65
Global Performance (Ranking 1 to 49)	32
Regional Performance (Ranking 1 to 22)	22
Sub Index of Nicotine Pouches	
Value (Range of 0 to 85)	70
Global Performance (Ranking 1 to 49)	6
Regional Performance (Ranking 1 to 24)	5
Sub Index of Snus	
Value (Range of 0 to 80)	20
Global Performance (Ranking 1 to 49)	24
Regional Performance (Ranking 1 to 4)	4
Product Availability	
Availability of Vape Products	Permitted
Availability of Heated Tobacco Products	Permitted
Availability of Nicotine Pouches	Permitted
Availability of Snus	Banned
Categories	
Vaping Products	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is banned

Display	General retail display is banned
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Heated Tobacco Products	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is banned
Display	General retail display is banned
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Nicotine Pouches	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is banned
Display	General retail display is banned
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product

Snus	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Marketing is banned. Prescription is required or the Product is only marketed in pharmacies
Flavors	Only tobacco flavors are allowed or No flavors are allowed
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is banned
Display	General retail display is banned
Retail Availability	Physical sales are only allowed in specialized stores or Banned
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product

| Dominican Republic



The Dominican Republic belongs to the countries that do not have a specific regulatory framework for any product. Within this group, it maintains an advanced global and regional position with respect to other countries. The few or almost no restrictions on products are due to a lack of regulation rather than a particular approach to harm reduction. Vape Products are not regulated or addressed by health policy. Heated Tobacco Products must advertise with warnings, as well as include textual health warnings on the packaging, are taxed differently from smoking tobacco on the consumable, and are not covered by health recommendations. Snus must incorporate textual warnings in advertising and packaging, has the same excise tax treatment as smoking tobacco and is not addressed by the health authority. Nicotine pouches do not have a regulatory framework. Only vaping products must have differentiated textual warnings on their packaging.

Region	Americas
Number of Countries in the Region	4
Population	10.847.904
Smoking Death Rate (2019, Range of 14 to 152 per 100,000 inhab.)	91,82
Smoking Daily Prevalence (2012, Range of 4% to 35.5%)	11,10%
Index	
Value (Range of 14 to 83,5)	63,75
Global Performance (Ranking 1 to 49)	2
Regional Performance (Ranking 1 to 3)	2
Sub Index by Product	
Sub Index of Vape Products	
Value (Range of 0 to 90)	65
Global Performance (Ranking 1 to 49)	1
Regional Performance (Ranking 1 to 1)	1
Sub Index of Heated Tobacco Products	
Value (Range of 0 to 80)	60
Global Performance (Ranking 1 to 49)	2
Regional Performance (Ranking 1 to 2)	2
Sub Index of Nicotine Pouches	
Value (Range of 0 to 85)	65
Global Performance (Ranking 1 to 49)	1
Regional Performance (Ranking 1 to 1)	1
Sub Index of Snus	
Value (Range of 0 to 80)	60
Global Performance (Ranking 1 to 49)	3
Regional Performance (Ranking 1 to 3)	2
Product Availability	
Availability of Vape Products	Permitted
Availability of Heated Tobacco Products	Permitted
Availability of Nicotine Pouches	Permitted
Availability of Snus	Permitted
Categories	
Vaping Products	
Regulatory Framework	There is no specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted

Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	No excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Heated Tobacco Products	
Regulatory Framework	There is no specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Nicotine Pouches	
Regulatory Framework	There is no specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	No excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product

Snus	
Regulatory Framework	There is no specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product

Ecuador



Ecuador maintains an intermediate global and regional score, with few severe restrictions on use and marketing, but a health policy that discourages the use of these reduced harm products. Vape products cannot be advertised (except inside stores), must include graphic warnings on their packaging, cannot be displayed (except in stores for adults), cannot be sold in vending machines or used in indoor public spaces, are subject to the same excise tax as smoking tobacco in the consumable, and are discouraged by health policy. Heated Tobacco Products may not be advertised (except in stores exclusively for adults and not visible from the outside), must include graphic warnings on their packaging, may not be displayed (except in stores for adults), may not be sold in vending machines or used in indoor public spaces, have a differentiated excise tax on the consumable, and are discouraged by health policy. Snus cannot be advertised (except in stores exclusively for adults without being visible from the outside), must include graphic warnings on its packaging (60% of the front and back and 70% of the sides), cannot be exhibited (except in stores for adults), cannot be sold in vending machines or used in indoor public spaces, have the same excise tax as smoking tobacco and are discouraged by the health policy. Nicotine pouches are not regulated or addressed by health policy. Vape Products and Nicotine Pouches must have differentiated textual warnings on their packaging.

Region	Americas
Number of Countries in the Region	15
Population	17.643.060
Smoking Death Rate (2019, Range of 14 to 152 per 100,000 inhab.)	34,14
Smoking Daily Prevalence (2012, Range of 4% to 35.5%)	6,40%
Index	
Value (Range of 14 to 83,5)	69,75
Global Performance (Ranking 1 to 49)	22
Regional Performance (Ranking 1 to 15)	4
Sub Index by Product	
Sub Index of Vape Products	
Value (Range of 0 to 90)	70
Global Performance (Ranking 1 to 49)	23
Regional Performance (Ranking 1 to 15)	5
Sub Index of Heated Tobacco Products	
Value (Range of 0 to 80)	70
Global Performance (Ranking 1 to 49)	20
Regional Performance (Ranking 1 to 12)	2
Sub Index of Nicotine Pouches	
Value (Range of 0 to 85)	65
Global Performance (Ranking 1 to 49)	10
Regional Performance (Ranking 1 to 15)	2
Sub Index of Snus	
Value (Range of 0 to 80)	70
Global Performance (Ranking 1 to 49)	6
Regional Performance (Ranking 1 to 15)	2
Product Availability	
Availability of Vape Products	Permitted
Availability of Heated Tobacco Products	Permitted
Availability of Nicotine Pouches	Permitted
Availability of Snus	Permitted
Categories	
Vaping Products	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is permitted

Display	General retail display is banned
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Heated Tobacco Products	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is permitted
Display	General retail display is banned
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Nicotine Pouches	
Regulatory Framework	There is no specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	No excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product

Snus	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is permitted
Display	General retail display is banned
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	No excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product

| El Salvador



El Salvador maintains a relatively advanced position globally and regionally, not so much because of a policy that encourages the use of alternative products, but because of fewer restrictions on consumption and marketing. Vape products have restricted advertising, must include graphic warnings on their packaging (50% of the packaging), the stores require a license and must be fixed (mail order or internet sales must corroborate age), and the health policy discourages their use. Heated Tobacco Products cannot be advertised (except within the stores), must include graphic warnings on the packaging (50% of the packaging), cannot be used in indoor public spaces, stores require a license and must be fixed (mail order or internet sales must corroborate age), have the same excise tax as smoking tobacco in the consumable, and health policy discourages their use. Snus cannot be advertised, must include graphic warnings, stores need a license, has the same excise tax as smoking tobacco, and health policy is unclear. Nicotine pouches cannot be advertised (except within the stores), must include graphic warnings of 50% of the packaging, mail order or internet sales must corroborate age and health recommendations do not address them.

Region	Americas
Number of Countries in the Region	15
Population	6.486.201
Smoking Death Rate (2019, Range of 14 to 152 per 100,000 inhab.)	28,58
Smoking Daily Prevalence (2012, Range of 4% to 35.5%)	9,20%
Index	
Value (Range of 14 to 83.5)	76,75
Global Performance (Ranking 1 to 49)	9
Regional Performance (Ranking 1 to 15)	1
Sub Index by Product	
Sub Index of Vape Products	
Value (Range of 0 to 90)	80
Global Performance (Ranking 1 to 49)	8
Regional Performance (Ranking 1 to 15)	1
Sub Index of Heated Tobacco Products	
Value (Range of 0 to 80)	75
Global Performance (Ranking 1 to 49)	8
Regional Performance (Ranking 1 to 12)	1
Sub Index of Nicotine Pouches	
Value (Range of 0 to 85)	60
Global Performance (Ranking 1 to 49)	29
Regional Performance (Ranking 1 to 15)	7
Sub Index of Snus	
Value (Range of 0 to 80)	55
Global Performance (Ranking 1 to 49)	14
Regional Performance (Ranking 1 to 15)	7
Product Availability	
Availability of Vape Products	Permitted
Availability of Heated Tobacco Products	Permitted
Availability of Nicotine Pouches	Permitted
Availability of Snus	Permitted
Categories	
Vaping Products	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is permitted

Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	No excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Heated Tobacco Products	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is permitted
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Nicotine Pouches	
Regulatory Framework	There is no specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is permitted
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	No excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Snus	

Regulatory Framework	There is no specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is permitted
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	No excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product

Estonia



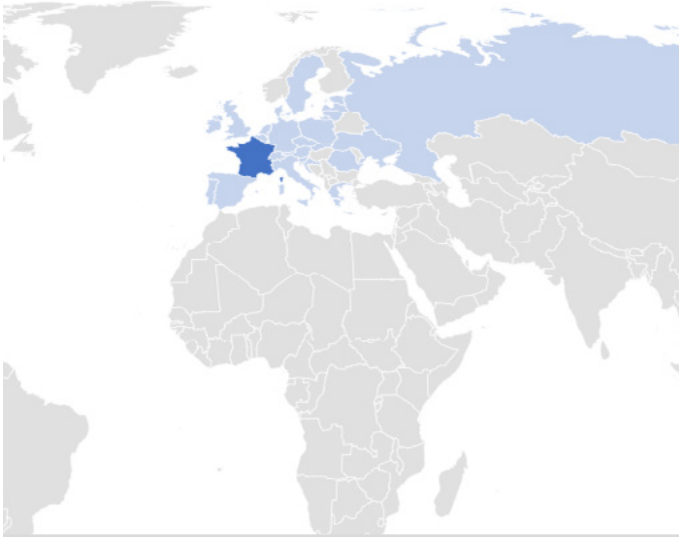
Estonia scores intermediate globally and lags regionally, not only because of the ban on Snus but also because of policies that discourage the products' use and marketing. Vape products cannot be advertised (except on stores without being visible from outside), must include graphic warnings, contain a 20mg/ml nicotine limit (per EU regulation), flavors (except menthol and tobacco) are banned, despite the role of flavors as an incentive for smokers to switch to products with a reduced risk profile and not to return to cigarettes, they cannot be used in indoor public spaces or sold on the internet or in unlicensed stores (or vending machines, hospitals, pharmacies, schools and many others), have the same excise tax treatment as smoking tobacco in consumables and are discouraged by health recommendations. Heated Tobacco Products cannot be advertised, must include textual warnings, cannot be displayed, must not be used in indoor public spaces, cannot be sold on the internet or in pharmacies or vending machines, have the same excise tax treatment as smoking tobacco in consumables and are discouraged by health recommendations. Due to European Union regulations, Snus is banned and discouraged. Nicotine pouches cannot be advertised (except in stores), must include graphic warnings and must not be displayed, cannot be sold in pharmacies or vending machines, have the same excise tax treatment as smoking tobacco in consumables and are discouraged by health recommendations. Vape Products, Heated Tobacco Products and Nicotine Pouches must have differentiated textual warnings on their packaging.

Region	Europe
Number of Countries in the Region	25
Population	1,331.057
Smoking Death Rate (2019, Range of 14 to 152 per 100,000 inhab.)	83,87
Smoking Daily Prevalence (2012, Range of 4% to 35.5%)	26,30%
Index	
Value (Range of 14 to 83.5)	67,5
Global Performance (Ranking 1 to 49)	30
Regional Performance (Ranking 1 to 25)	19
Sub Index by Product	
Sub Index of Vape Products	
Value (Range of 0 to 90)	70
Global Performance (Ranking 1 to 49)	23
Regional Performance (Ranking 1 to 24)	16
Sub Index of Heated Tobacco Products	
Value (Range of 0 to 80)	70
Global Performance (Ranking 1 to 49)	20
Regional Performance (Ranking 1 to 22)	16
Sub Index of Nicotine Pouches	
Value (Range of 0 to 85)	70
Global Performance (Ranking 1 to 49)	6
Regional Performance (Ranking 1 to 24)	5
Sub Index of Snus	
Value (Range of 0 to 80)	20
Global Performance (Ranking 1 to 49)	24
Regional Performance (Ranking 1 to 4)	4
Product Availability	
Availability of Vape Products	Permitted
Availability of Heated Tobacco Products	Permitted
Availability of Nicotine Pouches	Permitted
Availability of Snus	Banned
Categories	
Vaping Products	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Only tobacco flavors are allowed or No flavors are allowed
Packaging	No health warnings are required by regulation or Only textual health warnings are required

Advertising	Advertising the product is permitted
Display	General retail display is banned
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is banned
Taxation	No excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Heated Tobacco Products	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted
Display	General retail display is banned
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Nicotine Pouches	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted
Display	General retail display is banned
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product

Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Snus	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Marketing is banned. Prescription is required or the Product is only marketed in pharmacies
Flavors	Only tobacco flavors are allowed or No flavors are allowed
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is banned
Display	General retail display is banned
Retail Availability	Physical sales are only allowed in specialized stores or Banned
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product

France



France maintains an advanced global and regional position driven by a lack of regulation, with the exception of Snus. Vape Products cannot be advertised, must include a textual warning on the packaging, contain a nicotine limit of 20mg/ml (per EU regulation), cannot be used in indoor public spaces or sold in pharmacies, and health recommendations are tentatively supportive (with plans to increase their role as a harm reduction tool). Heated Tobacco Products cannot be advertised, must include textual warnings, must not be used in indoor public spaces or sold in vending machines or on the internet (which limits their access by smokers), have the same excise tax treatment as smoking tobacco in the consumable and health policies discourage them by equating them with smoking tobacco. Due to European Union regulation, Snus is banned and the health authority advises against it. Nicotine pouches do not have a specific regulatory framework and are not addressed by government recommendations (although there are controls on their sale due to the nicotine content). Vape Products, Heated Tobacco Products and Nicotine Pouches must have differentiated textual warnings on their packaging.

Region	Europe
Number of Countries in the Region	25
Population	67,391.582
Smoking Death Rate (2019, Range of 14 to 152 per 100,000 inhab.)	58,12
Smoking Daily Prevalence (2012, Range of 4% to 35.5%)	27,30%
Index	
Value (Range of 14 to 83.5)	78,75
Global Performance (Ranking 1 to 49)	5
Regional Performance (Ranking 1 to 25)	4
Sub Index by Product	
Sub Index of Vape Products	
Value (Range of 0 to 90)	85
Global Performance (Ranking 1 to 49)	3
Regional Performance (Ranking 1 to 24)	2
Sub Index of Heated Tobacco Products	
Value (Range of 0 to 80)	75
Global Performance (Ranking 1 to 49)	8
Regional Performance (Ranking 1 to 22)	8
Sub Index of Nicotine Pouches	
Value (Range of 0 to 85)	65
Global Performance (Ranking 1 to 49)	10
Regional Performance (Ranking 1 to 24)	7
Sub Index of Snus	
Value (Range of 0 to 80)	20
Global Performance (Ranking 1 to 49)	24
Regional Performance (Ranking 1 to 4)	4
Product Availability	
Availability of Vape Products	Permitted
Availability of Heated Tobacco Products	Permitted
Availability of Nicotine Pouches	Permitted
Availability of Snus	Banned
Categories	
Vaping Products	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted

Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	No excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Heated Tobacco Products	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Nicotine Pouches	
Regulatory Framework	There is no specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	No excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product

Snus	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Marketing is banned. Prescription is required or the Product is only marketed in pharmacies
Flavors	Only tobacco flavors are allowed or No flavors are allowed
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is banned
Display	General retail display is banned
Retail Availability	Physical sales are only allowed in specialized stores or Banned
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product

Germany



Germany maintains a relatively advanced global and regional score due to fewer restrictions than other countries, although the health policy is not ideal. Due to European Union regulation, Snus is banned and the health authority advises against it. Nicotine pouches do not have a specific regulatory framework nor are they addressed by government recommendations, but they are de-facto banned due to health authority bans due to their nicotine content as they are considered an edible product (groups of legislators have requested to study them and the creation of a regulatory framework according to their risk profile would be a step forward in terms of smoking harm reduction). Vape Products cannot be advertised (except in stores, which limits the level of information to smokers), must include textual warnings on their packaging, have a nicotine limit of 20mg/ml (by European Union regulation), have the same excise tax as smoking tobacco in the consumable, and health authorities maintain contradictory and precautionary positions. Heated Tobacco Products cannot be advertised (except in the stores), must include textual warnings on their packaging, must not be used in indoor or outdoor public spaces, have the same excise tax as smoking tobacco in the consumable and the health authorities contemplate a secondary role for them (and there are advances in the direction of adding taxes to the devices, as well as banning flavors). Vape Products, Heated Tobacco Products and Nicotine Pouches must have differentiated textual warnings on their packaging.

Region	Europe
Number of Countries in the Region	25
Population	83,240,525
Smoking Death Rate (2019, Range of 14 to 152 per 100,000 inhab.)	73,82
Smoking Daily Prevalence (2012, Range of 4% to 35.5%)	22,30%
Index	
Value (Range of 14 to 83.5)	73
Global Performance (Ranking 1 to 49)	14
Regional Performance (Ranking 1 to 25)	10
Sub Index by Product	
Sub Index of Vape Products	
Value (Range of 0 to 90)	80
Global Performance (Ranking 1 to 49)	8
Regional Performance (Ranking 1 to 24)	7
Sub Index of Heated Tobacco Products	
Value (Range of 0 to 80)	80
Global Performance (Ranking 1 to 49)	1
Regional Performance (Ranking 1 to 22)	1
Sub Index of Nicotine Pouches	
Value (Range of 0 to 85)	0
Global Performance (Ranking 1 to 49)	47
Regional Performance (Ranking 1 to 24)	24
Sub Index of Snus	
Value (Range of 0 to 80)	20
Global Performance (Ranking 1 to 49)	24
Regional Performance (Ranking 1 to 4)	4
Product Availability	
Availability of Vape Products	Permitted
Availability of Heated Tobacco Products	Permitted
Availability of Nicotine Pouches	Banned
Availability of Snus	Banned
Categories	
Vaping Products	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted

Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Heated Tobacco Products	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Nicotine Pouches	
Regulatory Framework	There is no specific regulatory framework for the product
Banning	Marketing is banned. Prescription is required or the Product is only marketed in pharmacies
Flavors	Only tobacco flavors are allowed or No flavors are allowed
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is banned
Display	General retail display is banned
Retail Availability	Physical sales are only allowed in specialized stores or Banned
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product

Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Snus	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Marketing is banned. Prescription is required or the Product is only marketed in pharmacies
Flavors	Only tobacco flavors are allowed or No flavors are allowed
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is banned
Display	General retail display is banned
Retail Availability	Physical sales are only allowed in specialized stores or Banned
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product

Greece



Greece maintains a relatively advanced global and regional position because, although it bans Snus, its restrictions on all other products are minor. Vape products can only be advertised at private events and inside stores (health warnings must be incorporated), packaging must have textual health warnings, nicotine level is limited to 20mg/ml (by EU regulation), stores need a license to sell them, they cannot be used in indoor public spaces, they have differentiated excise taxes on the consumable. Heated Tobacco Products can only be advertised at private events and inside the stores (must incorporate health warnings), packaging must have textual health warnings, cannot be sold online or outside licensed stores (neither in vending machines or educational, health or recreational buildings), cannot be used in indoor public spaces, have differentiated excise taxes on the consumable. Due to European Union regulation, Snus is banned and the health authority advises against it. Nicotine Pouches are not regulated, but as they contain nicotine they cannot be advertised and must incorporate textual warnings on the packaging. Vape Products, Heated Tobacco Products and Nicotine Pouches must have differentiated textual warnings on their packaging.

Region	Europe
Number of Countries in the Region	25
Population	10,715,549
Smoking Death Rate (2019, Range of 14 to 152 per 100,000 inhab.)	107.07
Smoking Daily Prevalence (2012, Range of 4% to 35.5%)	35,50%
Index	
Value (Range of 14 to 83.5)	73
Global Performance (Ranking 1 to 49)	14
Regional Performance (Ranking 1 to 25)	10
Sub Index by Product	
Sub Index of Vape Products	
Value (Range of 0 to 90)	80
Global Performance (Ranking 1 to 49)	8
Regional Performance (Ranking 1 to 24)	7
Sub Index of Heated Tobacco Products	
Value (Range of 0 to 80)	80
Global Performance (Ranking 1 to 49)	1
Regional Performance (Ranking 1 to 22)	1
Sub Index of Nicotine Pouches	
Value (Range of 0 to 85)	0
Global Performance (Ranking 1 to 49)	47
Regional Performance (Ranking 1 to 24)	24
Sub Index of Snus	
Value (Range of 0 to 80)	20
Global Performance (Ranking 1 to 49)	24
Regional Performance (Ranking 1 to 4)	4
Product Availability	
Availability of Vape Products	Permitted
Availability of Heated Tobacco Products	Permitted
Availability of Nicotine Pouches	Banned
Availability of Snus	Banned
Categories	
Vaping Products	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted

Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Heated Tobacco Products	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Nicotine Pouches	
Regulatory Framework	There is no specific regulatory framework for the product
Banning	Marketing is banned. Prescription is required or the Product is only marketed in pharmacies
Flavors	Only tobacco flavors are allowed or No flavors are allowed
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is banned
Display	General retail display is banned
Retail Availability	Physical sales are only allowed in specialized stores or Banned
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product

Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Snus	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Marketing is banned. Prescription is required or the Product is only marketed in pharmacies
Flavors	Only tobacco flavors are allowed or No flavors are allowed
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is banned
Display	General retail display is banned
Retail Availability	Physical sales are only allowed in specialized stores or Banned
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product

Guatemala



Guatemala belongs to the countries that do not have a specific regulatory framework for any product. Within this group, it ranks first both globally and regionally. This position is mainly due to the non-existence of specific regulatory regimes for the products, leaving them practically free for use and marketing. Vape Products and Nicotine Pouches are neither regulated nor addressed by health recommendations. Snus must contain textual health warnings on the packaging and in its advertising and the health policy does not address this. Heated Tobacco Products consumables are not required to include textual warnings on the packaging (on 25% of the front), do not have the same excise tax treatment as smoking tobacco in the consumable and the products themselves are not addressed by the health authority. Vape Products and Nicotine Pouches must have differentiated textual warnings on their packaging.

Region	Americas
Number of Countries in the Region	4
Population	16.858.333
Smoking Death Rate (2019, Range of 14 to 152 per 100,000 inhab.)	36,62
Smoking Daily Prevalence (2012, Range of 4% to 35.5%)	6,30%
Index	
Value (Range of 14 to 83.5)	65
Global Performance (Ranking 1 to 49)	1
Regional Performance (Ranking 1 to 3)	1
Sub Index by Product	
Sub Index of Vape Products	
Value (Range of 0 to 90)	65
Global Performance (Ranking 1 to 49)	1
Regional Performance (Ranking 1 to 1)	1
Sub Index of Heated Tobacco Products	
Value (Range of 0 to 80)	65
Global Performance (Ranking 1 to 49)	1
Regional Performance (Ranking 1 to 2)	1
Sub Index of Nicotine Pouches	
Value (Range of 0 to 85)	65
Global Performance (Ranking 1 to 49)	1
Regional Performance (Ranking 1 to 1)	1
Sub Index of Snus	
Value (Range of 0 to 80)	65
Global Performance (Ranking 1 to 49)	1
Regional Performance (Ranking 1 to 3)	1
Product Availability	
Availability of Vape Products	Permitted
Availability of Heated Tobacco Products	Permitted
Availability of Nicotine Pouches	Permitted
Availability of Snus	Permitted
Categories	
Vaping Products	
Regulatory Framework	There is no specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted

Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	No excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Heated Tobacco Products	
Regulatory Framework	There is no specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	No excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Nicotine Pouches	
Regulatory Framework	There is no specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	No excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product

Snus	
Regulatory Framework	There is no specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	No excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product

Honduras



Honduras maintains an intermediate global and advanced regional position for having few restrictions on use and marketing, but a relatively poor health policy. Vape products cannot be advertised (except online and in stores), must include graphic warnings on the packaging (50% of the front and back), must not be used in indoor public spaces or sold in vending machines or on the internet (they cannot be delivered), and the health policy equates them with smoking tobacco. Heated Tobacco Products cannot be advertised (except in stores), must include graphic warnings on the packaging (50% of the packaging), must not be used in indoor public places or sold in vending machines or on the internet (cannot be delivered), are subject to the same excise tax as smoking tobacco, and the health policy also equates them with smoking tobacco. Snus and Nicotine Pouches cannot be advertised (except in stores), must include graphic warnings on the packaging (50% of the packaging for pouches), cannot be sold on the internet and are not addressed by health recommendations. Snus has the same tax treatment as combustible tobacco.

Region	Americas
Number of Countries in the Region	15
Population	9.904.608
Smoking Death Rate (2019, Range of 14 to 152 per 100,000 inhab.)	75,94
Smoking Daily Prevalence (2012, Range of 4% to 35.5%)	11,30%
Index	
Value (Range of 14 to 83.5)	71,75
Global Performance (Ranking 1 to 49)	17
Regional Performance (Ranking 1 to 15)	3
Sub Index by Product	
Sub Index of Vape Products	
Value (Range of 0 to 90)	75
Global Performance (Ranking 1 to 49)	14
Regional Performance (Ranking 1 to 15)	2
Sub Index of Heated Tobacco Products	
Value (Range of 0 to 80)	70
Global Performance (Ranking 1 to 49)	20
Regional Performance (Ranking 1 to 12)	2
Sub Index of Nicotine Pouches	
Value (Range of 0 to 85)	55
Global Performance (Ranking 1 to 49)	32
Regional Performance (Ranking 1 to 15)	8
Sub Index of Snus	
Value (Range of 0 to 80)	50
Global Performance (Ranking 1 to 49)	16
Regional Performance (Ranking 1 to 12)	9
Product Availability	
Availability of Vape Products	Permitted
Availability of Heated Tobacco Products	Permitted
Availability of Nicotine Pouches	Permitted
Availability of Snus	Permitted
Categories	
Vaping Products	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is permitted

Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is banned
Taxation	No excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Heated Tobacco Products	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is permitted
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Nicotine Pouches	
Regulatory Framework	There is no specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is permitted
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is banned
Taxation	No excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Snus	

Regulatory Framework	There is no specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is permitted
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product

Indonesia



Indonesia belongs to the countries that do not have a specific regulatory framework for any product. Within this group of countries, it maintains an intermediate global and regional score. This country has few major restrictions on all products due to the lack of a specific regime rather than an intentional harm reduction policy, as in the case of England. Vape Products, like all other non-combusted nicotine products, do not have a regulatory framework that takes into account their reduced risk profile compared to cigarettes. They are regulated by the legislation applied to tobacco, although they have a special differentiated tax on consumables, an advance in the direction of harm reduction. Locally, there are restrictions on use, sale, advertising and display. Heated Tobacco Products are also limited by a restriction on the use in outdoor and indoor public spaces, although they also have an excise tax differentiated on consumables. Locally, there are also restrictions on sale, advertising and display. Snus is considered a chewing tobacco, must contain health warnings in advertising and has a restriction on use in outdoor and indoor public spaces, and has a differentiated excise tax on consumables, and is not addressed by health policy (although there are advances in the direction of harm reduction, as well as locally there are restrictions on use, sale, advertising and display). Nicotine pouches are not regulated beyond being considered chewing tobacco, have a differentiated excise tax and are not addressed by health policy (although there are advances in the direction of harm reduction, as well as locally there are restrictions on use, sale, advertising and display). Vape products, heated tobacco products and nicotine pouches should have textual warnings differentiated from combustible cigarettes on their packaging.

Region	Asia-Oceania
Number of Countries in the Region	4
Population	273.523.621
Smoking Death Rate (2019, Range of 14 to 152 per 100,000 inhab.)	126.16
Smoking Daily Prevalence (2012, Range of 4% to 35.5%)	30.20%
Index	
Value (Range of 14 to 83.5)	60
Global Performance (Ranking 1 to 49)	7
Regional Performance (Ranking 1 to 4)	2
Sub Index by Product	
Sub Index of Vape Products	
Value (Range of 0 to 90)	60
Global Performance (Ranking 1 to 49)	6
Regional Performance (Ranking 1 to 3)	1
Sub Index of Heated Tobacco Products	
Value (Range of 0 to 80)	60
Global Performance (Ranking 1 to 49)	2
Regional Performance (Ranking 1 to 4)	1
Sub Index of Nicotine Pouches	
Value (Range of 0 to 85)	60
Global Performance (Ranking 1 to 49)	8
Regional Performance (Ranking 1 to 3)	2
Sub Index of Snus	
Value (Range of 0 to 80)	60
Global Performance (Ranking 1 to 49)	3
Regional Performance (Ranking 1 to 4)	2
Product Availability	
Availability of Vape Products	Permitted
Availability of Heated Tobacco Products	Permitted
Availability of Nicotine Pouches	Permitted
Availability of Snus	Permitted
Categories	
Vaping Products	
Regulatory Framework	There is no specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted

Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Heated Tobacco Products	
Regulatory Framework	There is no specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Nicotine Pouches	
Regulatory Framework	There is no specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product

Snus	
Regulatory Framework	There is no specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product

Ireland



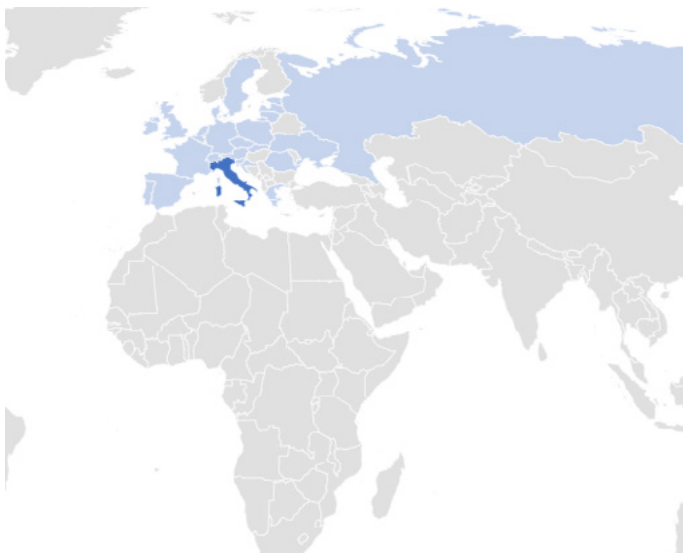
Irlanda mantiene una posición global y regional avanzada, aunque sus autoridades no han incluido información de los productos de nicotina sin combustión en la principal herramienta de publicidad con los fumadores para incentivar el abandono, la página web “Quit.ie”. Debido a regulaciones de la Unión Europea, el Snus se encuentra prohibido y desalentado. Las Bolsitas de Nicotina no están reguladas ni abordadas por las recomendaciones sanitarias (aunque la autoridad gubernamental sugiere que no sigan siendo consideradas productos de consumo general y se emitan normas específicas). Los Productos de Tabaco Calentado no poseen una regulación específica ni se encuentran en el mercado, aunque por contener tabaco tendrían el mismo impuesto especial que el tabaco para fumar en el consumible, así como podrían comercializarse sólo en locales con licencia, sin ser abordados por la autoridad sanitaria (esperándose mayores restricciones sobre la publicidad y venta en el futuro). Los Productos de Vapeo contienen un límite de 20mg/ml de nicotina (debido a la normativa de la Unión Europea), deben incluir advertencias textuales en el envoltorio, la publicidad está prohibida excepto dentro de los locales, el cine y en la vía pública y las recomendaciones sanitarias desalientan su uso. Los Productos de Vapeo, los Productos de Tabaco Calentado y las Bolsitas de Nicotina deben poseer advertencias textuales diferenciadas en su empaque.

Region	Europe
Number of Countries in the Region	25
Population	4,994,724
Smoking Death Rate (2019, Range of 14 to 152 per 100,000 inhab.)	80,37
Smoking Daily Prevalence (2012, Range of 4% to 35.5%)	24,30%
Index	
Value (Range of 14 to 83.5)	78,75
Global Performance (Ranking 1 to 49)	5
Regional Performance (Ranking 1 to 25)	4
Sub Index by Product	
Sub Index of Vape Products	
Value (Range of 0 to 90)	85
Global Performance (Ranking 1 to 49)	3
Regional Performance (Ranking 1 to 24)	2
Sub Index of Heated Tobacco Products	
Value (Range of 0 to 80)	75
Global Performance (Ranking 1 to 49)	8
Regional Performance (Ranking 1 to 22)	8
Sub Index of Nicotine Pouches	
Value (Range of 0 to 85)	65
Global Performance (Ranking 1 to 49)	10
Regional Performance (Ranking 1 to 24)	7
Sub Index of Snus	
Value (Range of 0 to 80)	20
Global Performance (Ranking 1 to 49)	24
Regional Performance (Ranking 1 to 4)	4
Product Availability	
Availability of Vape Products	Permitted
Availability of Heated Tobacco Products	Permitted
Availability of Nicotine Pouches	Permitted
Availability of Snus	Banned
Categories	
Vaping Products	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted

Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	No excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Heated Tobacco Products	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Nicotine Pouches	
Regulatory Framework	There is no specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	No excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product

Snus	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Marketing is banned. Prescription is required or the Product is only marketed in pharmacies
Flavors	Only tobacco flavors are allowed or No flavors are allowed
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is banned
Display	General retail display is banned
Retail Availability	Physical sales are only allowed in specialized stores or Banned
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product

Italy



Italy maintains an intermediate global and regional score, with certain products less regulated, but with a global sanitary policy that is not adequate. Due to European Union regulations, Snus is banned and discouraged. Nicotine pouches are not regulated or addressed by health recommendations (although the government authority is evaluating new regulations). Heated Tobacco Products do not have specific regulation but their consumables are covered by the general tobacco regulations, banning their advertising, having to incorporate graphic warnings on the packaging, banning their sale in vending machines or unlicensed stores, they have a differentiated excise tax in such consumable and the health recommendations discourage their use. Vape products must have textual warnings in advertising and packaging, cannot be sold to minors, their nicotine limit is 20mg/ml (by European Union regulations), consumables can only be sold on the Internet, pharmacies and specialized stores, have a differentiated excise tax in the consumable and are discouraged by the health authority. Vape products, heated tobacco products and nicotine pouches must have differentiated textual warnings on their packaging.

Region	Europe
Number of Countries in the Region	25
Population	59,554,023
Smoking Death Rate (2019, Range of 14 to 152 per 100,000 inhab.)	59,19
Smoking Daily Prevalence (2012, Range of 4% to 35.5%)	22,30%
Index	
Value (Range of 14 to 83,5)	70,5
Global Performance (Ranking 1 to 49)	20
Regional Performance (Ranking 1 to 25)	14
Sub Index by Product	
Sub Index of Vape Products	
Value (Range of 0 to 90)	75
Global Performance (Ranking 1 to 49)	14
Regional Performance (Ranking 1 to 24)	11
Sub Index of Heated Tobacco Products	
Value (Range of 0 to 80)	65
Global Performance (Ranking 1 to 49)	32
Regional Performance (Ranking 1 to 22)	22
Sub Index of Nicotine Pouches	
Value (Range of 0 to 85)	80
Global Performance (Ranking 1 to 49)	3
Regional Performance (Ranking 1 to 24)	2
Sub Index of Snus	
Value (Range of 0 to 80)	20
Global Performance (Ranking 1 to 49)	24
Regional Performance (Ranking 1 to 4)	4
Product Availability	
Availability of Vape Products	Permitted
Availability of Heated Tobacco Products	Permitted
Availability of Nicotine Pouches	Permitted
Availability of Snus	Banned
Categories	
Vaping Products	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted

Display	General retail display is permitted
Retail Availability	Physical sales are only allowed in specialized stores or Banned
Online Sales	Online sale is permitted
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Heated Tobacco Products	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is banned
Display	General retail display is permitted
Retail Availability	Physical sales are only allowed in specialized stores or Banned
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Nicotine Pouches	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product

Snus	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Marketing is banned. Prescription is required or the Product is only marketed in pharmacies
Flavors	Only tobacco flavors are allowed or No flavors are allowed
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is banned
Display	General retail display is banned
Retail Availability	Physical sales are only allowed in specialized stores or Banned
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product

Japan



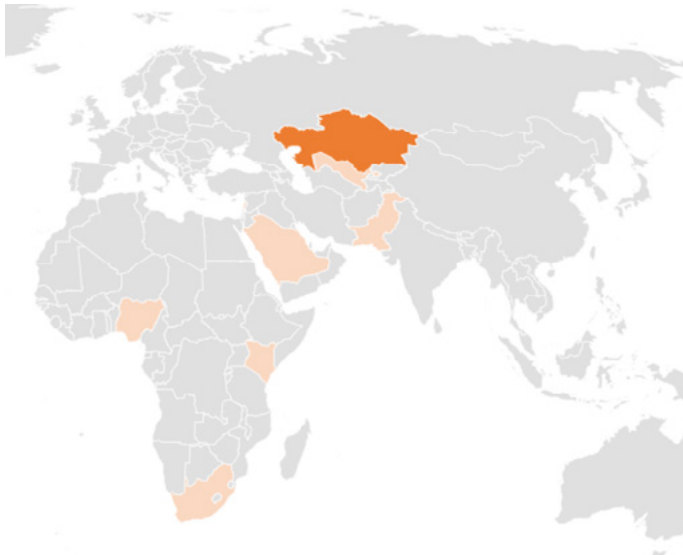
Japan belongs to the countries that do not have a specific regulatory framework for any product. Within this group, it maintains a lagging global and regional score mainly due to a health policy that discourages the use of reduced risk products. Vape products with nicotine are de-facto banned because they are considered pharmaceuticals and the policy discourages them. Snus cannot be advertised (except in stores), must include textual warnings on the packaging, cannot be displayed in a way that is visible from outside the store, require a license for sale, but their consumption is not limited by the ban on smoking in public spaces, are covered by an excise tax for smoking tobacco, and are not addressed by public policy. Nicotine pouches are considered pharmaceutical products and are discouraged by health recommendations. Heated Tobacco Products cannot be advertised, must contain textual warnings on the packaging, cannot be displayed visibly from outside the stores, cannot be used in indoor public spaces and consumables require a special license, as they are covered by the same tax as smoking tobacco and are discouraged by the health authority. Heated Tobacco Products must have differentiated textual warnings on their packaging.

Region	Asia-Oceania
Number of Countries in the Region	4
Population	125.836.021
Smoking Death Rate (2019, Range of 14 to 152 per 100,000 inhab.)	51,04
Smoking Daily Prevalence (2012, Range of 4% to 35.5%)	21,30%
Index	
Value (Range of 14 to 83.5)	14,75
Global Performance (Ranking 1 to 49)	9
Regional Performance (Ranking 1 to 4)	3
Sub Index by Product	
Sub Index of Vape Products	
Value (Range of 0 to 90)	0
Global Performance (Ranking 1 to 49)	9
Regional Performance (Ranking 1 to 3)	3
Sub Index of Heated Tobacco Products	
Value (Range of 0 to 80)	60
Global Performance (Ranking 1 to 49)	2
Regional Performance (Ranking 1 to 4)	1
Sub Index of Nicotine Pouches	
Value (Range of 0 to 85)	0
Global Performance (Ranking 1 to 49)	9
Regional Performance (Ranking 1 to 3)	3
Sub Index of Snus	
Value (Range of 0 to 80)	55
Global Performance (Ranking 1 to 49)	5
Regional Performance (Ranking 1 to 4)	3
Product Availability	
Availability of Vape Products	Banned
Availability of Heated Tobacco Products	Permitted
Availability of Nicotine Pouches	Banned
Availability of Snus	Permitted
Categories	
Vaping Products	
Regulatory Framework	There is no specific regulatory framework for the product
Banning	Marketing is banned. Prescription is required or the Product is only marketed in pharmacies
Flavors	Only tobacco flavors are allowed or No flavors are allowed
Packaging	Graphic health warnings are required or Generic packaging applies

Advertising	Advertising the product is banned
Display	General retail display is banned
Retail Availability	Physical sales are only allowed in specialized stores or Banned
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Heated Tobacco Products	
Regulatory Framework	There is no specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Nicotine Pouches	
Regulatory Framework	There is no specific regulatory framework for the product
Banning	Marketing is banned. Prescription is required or the Product is only marketed in pharmacies
Flavors	Only tobacco flavors are allowed or No flavors are allowed
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is banned
Display	General retail display is banned
Retail Availability	Physical sales are only allowed in specialized stores or Banned
Online Sales	Online sale is banned

Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Snus	
Regulatory Framework	There is no specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is banned
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product

Kazakhstan



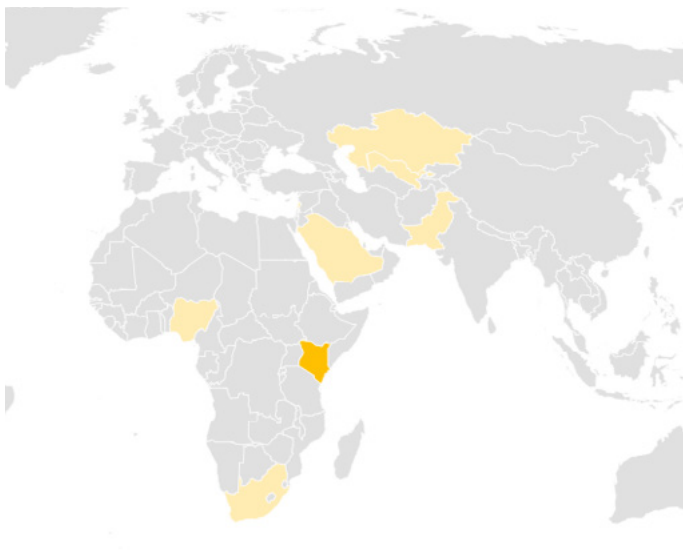
Kazakhstan maintains a relatively lagging global and regional score for discouragement on all products analyzed along with restrictions and bans on some of them. Vape products and heated tobacco products cannot be advertised or displayed or used in indoor public spaces, must be sold in person or by delivery if personally endorsed, have a special excise tax differentiated on the consumable, and are discouraged by health policy by equating them with smoking tobacco. Heated Tobacco Products, in turn, must incorporate a graphic warning on their packaging. Snus and Nicotine Pouches cannot be advertised or displayed, their sale is banned and they are discouraged by health recommendations. Vape products must have differentiated textual warnings on their packaging.

Region	Asia-Africa
Number of Countries in the Region	6
Population	18,754,440
Smoking Death Rate (2019, Range of 14 to 152 per 100,000 inhab.)	117,88
Smoking Daily Prevalence (2012, Range of 4% to 35.5%)	24,40%
Index	
Value (Range of 14 to 83.5)	64
Global Performance (Ranking 1 to 49)	36
Regional Performance (Ranking 1 to 6)	5
Sub Index by Product	
Sub Index of Vape Products	
Value (Range of 0 to 90)	70
Global Performance (Ranking 1 to 49)	23
Regional Performance (Ranking 1 to 6)	3
Sub Index of Heated Tobacco Products	
Value (Range of 0 to 80)	65
Global Performance (Ranking 1 to 49)	32
Regional Performance (Ranking 1 to 6)	4
Sub Index of Nicotine Pouches	
Value (Range of 0 to 85)	20
Global Performance (Ranking 1 to 49)	41
Regional Performance (Ranking 1 to 6)	6
Sub Index of Snus	
Value (Range of 0 to 80)	20
Global Performance (Ranking 1 to 49)	24
Regional Performance (Ranking 1 to 6)	6
Product Availability	
Availability of Vape Products	Permitted
Availability of Heated Tobacco Products	Permitted
Availability of Nicotine Pouches	Banned
Availability of Snus	Banned
Categories	
Vaping Products	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is banned

Display	General retail display is banned
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Heated Tobacco Products	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is banned
Display	General retail display is banned
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Nicotine Pouches	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Marketing is banned. Prescription is required or the Product is only marketed in pharmacies
Flavors	Only tobacco flavors are allowed or No flavors are allowed
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is banned
Display	General retail display is banned
Retail Availability	Physical sales are only allowed in specialized stores or Banned
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product

Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Snus	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Marketing is banned. Prescription is required or the Product is only marketed in pharmacies
Flavors	Only tobacco flavors are allowed or No flavors are allowed
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is banned
Display	General retail display is banned
Retail Availability	Physical sales are only allowed in specialized stores or Banned
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product

Kenya



Kenya maintains an intermediate global and regional position, the cause being the health authorities' discouragement of the use of the products analyzed. Vape products are not regulated but advertising is restricted, their packaging must include health warnings, display is limited to inside the stores, they have a differentiated excise tax on the consumable and the device, they are discouraged by the health authority as they are considered a tobacco product. Heated Tobacco Products have restricted advertising (tobacco products are restricted and it is understood that these are also), must include a graphic warning, display is limited to inside the stores, cannot be sold online and stores require a license, have the same excise tax as smoking tobacco on the consumable and the device, and are discouraged by the health authority. Snus and Nicotine Pouches cannot be advertised, must contain graphic warnings on the packaging, cannot be displayed in such a way that they are visible from outside the stores, can be sold over the internet, and are discouraged by the health authority. Nicotine pouches are subject to a lower excise tax than tobacco. Vape Products and Nicotine Pouches must have differentiated textual warnings on their packaging.

Region	Asia-Africa
Number of Countries in the Region	6
Population	53.771.300
Smoking Death Rate (2019, Range of 14 to 152 per 100.000 inhab.)	50,03
Smoking Daily Prevalence (2012, Range of 4% to 35.5%)	9,50%
Index	
Value (Range of 14 to 83,5)	67,75
Global Performance (Ranking 1 to 49)	28
Regional Performance (Ranking 1 to 6)	4
Sub Index by Product	
Sub Index of Vape Products	
Value (Range of 0 to 90)	70
Global Performance (Ranking 1 to 49)	23
Regional Performance (Ranking 1 to 6)	3
Sub Index of Heated Tobacco Products	
Value (Range of 0 to 80)	65
Global Performance (Ranking 1 to 49)	32
Regional Performance (Ranking 1 to 6)	4
Sub Index of Nicotine Pouches	
Value (Range of 0 to 85)	50
Global Performance (Ranking 1 to 49)	36
Regional Performance (Ranking 1 to 6)	5
Sub Index of Snus	
Value (Range of 0 to 80)	65
Global Performance (Ranking 1 to 49)	10
Regional Performance (Ranking 1 to 6)	4
Product Availability	
Availability of Vape Products	Permitted
Availability of Heated Tobacco Products	Permitted
Availability of Nicotine Pouches	Permitted
Availability of Snus	Permitted
Categories	
Vaping Products	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is permitted

Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Heated Tobacco Products	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is banned
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Nicotine Pouches	
Regulatory Framework	There is no specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is banned
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product

Snus	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is banned
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product

Latvia



Latvia maintains a relatively backward global and regional position, the cause being the authorities' discouragement of the use of the products analyzed. Nicotine pouches are not regulated, are covered by the same excise tax on smoking tobacco and are discouraged by the health authority (there is an advanced bill in parliament to regulate them in terms of advertising, display, packaging, nicotine limits and banning of online sales). Due to EU regulations, Snus is banned and discouraged. Vape Products cannot be advertised, must incorporate textual warnings on packaging, cannot be displayed, used in indoor public spaces or sold online, have a nicotine limit of 20mg/ml (per EU regulations), there are many limitations on retail store locations, have the same tax as smoking tobacco on the consumable and are discouraged by health recommendations (with a move in the direction of banning flavors). Heated Tobacco Products cannot be advertised, must incorporate textual warnings on the packaging, their consumables must not be displayed, cannot be sold online and physical stores have major location restrictions, must not be used in indoor public space, possess the same tax as smoking tobacco in the consumable and are discouraged by health recommendations (with a move forward in the direction of banning the display of the devices). Vape Products, Heated Tobacco Products and Nicotine Pouches must have differentiated textual warnings on their packaging.

Region	Europe
Number of Countries in the Region	25
Population	1.901.548
Smoking Death Rate (2019, Range of 14 to 152 per 100,000 inhab.)	96,65
Smoking Daily Prevalence (2012, Range of 4% to 35.5%)	29,10%
Index	
Value (Range of 14 to 83.5)	67
Global Performance (Ranking 1 to 49)	32
Regional Performance (Ranking 1 to 25)	21
Sub Index by Product	
Sub Index of Vape Products	
Value (Range of 0 to 90)	70
Global Performance (Ranking 1 to 49)	23
Regional Performance (Ranking 1 to 24)	16
Sub Index of Heated Tobacco Products	
Value (Range of 0 to 80)	70
Global Performance (Ranking 1 to 49)	20
Regional Performance (Ranking 1 to 22)	16
Sub Index of Nicotine Pouches	
Value (Range of 0 to 85)	60
Global Performance (Ranking 1 to 49)	29
Regional Performance (Ranking 1 to 24)	19
Sub Index of Snus	
Value (Range of 0 to 80)	20
Global Performance (Ranking 1 to 49)	24
Regional Performance (Ranking 1 to 4)	4
Product Availability	
Availability of Vape Products	Permitted
Availability of Heated Tobacco Products	Permitted
Availability of Nicotine Pouches	Permitted
Availability of Snus	Banned
Categories	
Vaping Products	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted

Display	General retail display is banned
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Heated Tobacco Products	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted
Display	General retail display is banned
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Nicotine Pouches	
Regulatory Framework	There is no specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product

Snus	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Marketing is banned. Prescription is required or the Product is only marketed in pharmacies
Flavors	Only tobacco flavors are allowed or No flavors are allowed
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is banned
Display	General retail display is banned
Retail Availability	Physical sales are only allowed in specialized stores or Banned
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product

Lebanon



Lebanon maintains a relatively advanced global and regional score, with very few restrictions on products, albeit with poor health policies in terms of harm reduction. Vape Products cannot be advertised and are discouraged by the health authority. Nicotine pouches are not regulated or addressed by government recommendations. Snus must contain textual warnings on the packaging and advertising (which can only be done in-store), has the same excise tax treatment as smoking tobacco and is not addressed by health policy. Heated Tobacco Products have no regulation other than the banning of advertising, the need to incorporate graphic warnings on the packaging (in 40% of the packaging), possess the same excise taxation as smoking tobacco in the consumable and are not addressed by the governmental health authority. Heated Tobacco Products and Nicotine Pouches must have differentiated textual warnings on their packaging.

Region	Asia-Africa
Number of Countries in the Region	6
Population	6.825.442
Smoking Death Rate (2019, Range of 14 to 152 per 100,000 inhab.)	150,71
Smoking Daily Prevalence (2012, Range of 4% to 35.5%)	27,00%
Index	
Value (Range of 14 to 83.5)	74,75
Global Performance (Ranking 1 to 49)	12
Regional Performance (Ranking 1 to 6)	2
Sub Index by Product	
Sub Index of Vape Products	
Value (Range of 0 to 90)	75
Global Performance (Ranking 1 to 49)	14
Regional Performance (Ranking 1 to 6)	2
Sub Index of Heated Tobacco Products	
Value (Range of 0 to 80)	75
Global Performance (Ranking 1 to 49)	8
Regional Performance (Ranking 1 to 6)	1
Sub Index of Nicotine Pouches	
Value (Range of 0 to 85)	65
Global Performance (Ranking 1 to 49)	10
Regional Performance (Ranking 1 to 6)	3
Sub Index of Snus	
Value (Range of 0 to 80)	80
Global Performance (Ranking 1 to 49)	1
Regional Performance (Ranking 1 to 6)	1
Product Availability	
Availability of Vape Products	Permitted
Availability of Heated Tobacco Products	Permitted
Availability of Nicotine Pouches	Permitted
Availability of Snus	Permitted
Categories	
Vaping Products	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is banned

Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Heated Tobacco Products	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is banned
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Nicotine Pouches	
Regulatory Framework	There is no specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	No excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product

Snus	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	No excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product

Lithuania



Lithuania maintains a relatively backward global and regional position mainly due to European Union regulations, whereby Snus is banned and discouraged. In imitation of the Snus policy, Nicotine Pouches are also banned and discouraged. Vape Products cannot be advertised, must contain graphic warnings on the packaging, have a nicotine limit of 20mg/ml (due to EU regulations), cannot be used in indoor public spaces, sold online or in those stores that contain more than half of the products suitable for minors, have the same excise tax as smoking tobacco in the consumable and are discouraged with the recently passed flavoring bans. Heated Tobacco Products cannot be advertised, must include textual warnings on the packaging, must not be used in indoor public spaces, cannot be sold online or in a large number of specific physical stores, are subject to the same excise tax as smoking tobacco in the consumable and are discouraged by the health authority. Authorities in the country have shown interest in starting to analyze smoking harm reduction tools. Vape products and heated tobacco products must have differentiated textual warnings on their packaging.

Region	Europe
Number of Countries in the Region	25
Population	2.794.700
Smoking Death Rate (2019, Range of 14 to 152 per 100,000 inhab.)	89,1
Smoking Daily Prevalence (2012, Range of 4% to 35.5%)	25,80%
Index	
Value (Range of 14 to 83.5)	66
Global Performance (Ranking 1 to 49)	34
Regional Performance (Ranking 1 to 25)	23
Sub Index by Product	
Sub Index of Vape Products	
Value (Range of 0 to 90)	70
Global Performance (Ranking 1 to 49)	23
Regional Performance (Ranking 1 to 24)	16
Sub Index of Heated Tobacco Products	
Value (Range of 0 to 80)	75
Global Performance (Ranking 1 to 49)	8
Regional Performance (Ranking 1 to 22)	8
Sub Index of Nicotine Pouches	
Value (Range of 0 to 85)	20
Global Performance (Ranking 1 to 49)	41
Regional Performance (Ranking 1 to 24)	21
Sub Index of Snus	
Value (Range of 0 to 80)	20
Global Performance (Ranking 1 to 49)	24
Regional Performance (Ranking 1 to 4)	4
Product Availability	
Availability of Vape Products	Permitted
Availability of Heated Tobacco Products	Permitted
Availability of Nicotine Pouches	Banned
Availability of Snus	Banned
Categories	
Vaping Products	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Only tobacco flavors are allowed or No flavors are allowed
Packaging	No health warnings are required by regulation or Only textual health warnings are required

Advertising	Advertising the product is permitted
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Heated Tobacco Products	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Nicotine Pouches	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Marketing is banned. Prescription is required or the Product is only marketed in pharmacies
Flavors	Only tobacco flavors are allowed or No flavors are allowed
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is banned
Display	General retail display is banned
Retail Availability	Physical sales are only allowed in specialized stores or Banned
Online Sales	Online sale is banned

Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Snus	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Marketing is banned. Prescription is required or the Product is only marketed in pharmacies
Flavors	Only tobacco flavors are allowed or No flavors are allowed
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is banned
Display	General retail display is banned
Retail Availability	Physical sales are only allowed in specialized stores or Banned
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product

Malaysia



Malaysia belongs to the countries that do not have a specific regulatory framework for any product. Within this group of countries, it maintains a lagging global and regional score due to a generalized discouragement of the use of safer products by the authorities. Nicotine products are classified as pharmaceuticals, except for tobacco products. This means that Nicotine Pouches are categorized as pharmaceuticals due to their nicotine content and are discouraged by health recommendations. Vape products are considered pharmaceutical products if they contain nicotine (non-nicotine products are not regulated), having an excise tax differentiated on the device and on the liquid, and being discouraged by the health authority (although there are advances in the direction of their regulation, following the government's announcement of its intention to regulate vape products in 2022, which could contribute to smokers switching to a product with a reduced risk profile). These must have differentiated textual warnings on their packaging. Snus cannot be advertised and must contain graphic warnings on its packaging, must not be sold online, has a special differentiated tax and is discouraged by the health authority (they are regulated by the general tobacco legislation). Heated Tobacco Products cannot be advertised, must contain graphic warnings, must not be used in indoor public spaces, must not be sold over the internet, have a differentiated excise tax on the device and the consumable and are discouraged by health recommendations (they are regulated by the general tobacco legislation).

Region	Asia-Oceania
Number of Countries in the Region	4
Population	32.365.998
Smoking Death Rate (2019, Range of 14 to 152 per 100,000 inhab.)	99,77
Smoking Daily Prevalence (2012, Range of 4% to 35.5%)	19,10%
Index	
Value (Range of 14 to 83.5)	11,25
Global Performance (Ranking 1 to 49)	10
Regional Performance (Ranking 1 to 4)	4
Sub Index by Product	
Sub Index of Vape Products	
Value (Range of 0 to 90)	0
Global Performance (Ranking 1 to 49)	9
Regional Performance (Ranking 1 to 3)	3
Sub Index of Heated Tobacco Products	
Value (Range of 0 to 80)	45
Global Performance (Ranking 1 to 49)	9
Regional Performance (Ranking 1 to 4)	4
Sub Index of Nicotine Pouches	
Value (Range of 0 to 85)	0
Global Performance (Ranking 1 to 49)	9
Regional Performance (Ranking 1 to 3)	3
Sub Index of Snus	
Value (Range of 0 to 80)	45
Global Performance (Ranking 1 to 49)	10
Regional Performance (Ranking 1 to 4)	4
Product Availability	
Availability of Vape Products	Banned
Availability of Heated Tobacco Products	Permitted
Availability of Nicotine Pouches	Banned
Availability of Snus	Permitted
Categories	
Vaping Products	
Regulatory Framework	There is no specific regulatory framework for the product
Banning	Marketing is banned. Prescription is required or the Product is only marketed in pharmacies
Flavors	Only tobacco flavors are allowed or No flavors are allowed
Packaging	Graphic health warnings are required or Generic packaging applies

Advertising	Advertising the product is banned
Display	General retail display is banned
Retail Availability	Physical sales are only allowed in specialized stores or Banned
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Heated Tobacco Products	
Regulatory Framework	There is no specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is banned
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Nicotine Pouches	
Regulatory Framework	There is no specific regulatory framework for the product
Banning	Marketing is banned. Prescription is required or the Product is only marketed in pharmacies
Flavors	Only tobacco flavors are allowed or No flavors are allowed
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is banned
Display	General retail display is banned
Retail Availability	Physical sales are only allowed in specialized stores or Banned
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product

Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Snus	
Regulatory Framework	There is no specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is banned
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product

Mexico



Mexico performs poorly globally and regionally by not incorporating a harm reduction approach in its health policies. In addition to the ban on the importation of heated tobacco products and vaping products, health recommendations have been against them. The country has a legislative review process driven by pro-government bills in Congress and Supreme Court rulings against the constitutionality of the restrictions. Heated Tobacco Products are considered tobacco products, and their advertising, sale in vending machines or through the Internet is banned, while graphic warnings are required on their packaging, they are taxed at the same rate as tobacco in the consumable and health recommendations discourage their use. The online advertising and sale of Snus is banned, requiring graphic warnings on its packaging, limiting its display inside the stores and being covered by the same tax as smoking tobacco, as well as being discouraged by the health authority. Nicotine Pouches do not have a regulatory framework of any kind and are not addressed by health recommendations. Heated Tobacco Products, Snus and Nicotine Pouches could have differentiated textual warnings on their packaging. Legislative and judicial developments seem to indicate a promising future for non-combusted nicotine products.

Region	Americas
Number of Countries in the Region	15
Population	128,932,753
Smoking Death Rate (2019, Range of 14 to 152 per 100,000 inhab.)	43,92
Smoking Daily Prevalence (2012, Range of 4% to 35.5%)	9,90%
Index	
Value (Range of 14 to 83.5)	23,5
Global Performance (Raking 1 to 49)	45
Regional Performance (Ranking 1 to 15)	12
Sub Index by Product	
Sub Index of Vape Products	
Value (Range of 0 to 90)	20
Global Performance (Ranking 1 to 49)	42
Regional Performance (Ranking 1 to 15)	9
Sub Index of Heated Tobacco Products	
Value (Range of 0 to 80)	20
Global Performance (Ranking 1 to 49)	45
Regional Performance (Ranking 1 to 12)	12
Sub Index of Nicotine Pouches	
Value (Range of 0 to 85)	65
Global Performance (Ranking 1 to 49)	10
Regional Performance (Ranking 1 to 15)	2
Sub Index of Snus	
Value (Range of 0 to 80)	45
Global Performance (Ranking 1 to 49)	20
Regional Performance (Ranking 1 to 15)	13
Product Availability	
Availability of Vape Products	Banned
Availability of Heated Tobacco Products	Banned
Availability of Nicotine Pouches	Permitted
Availability of Snus	Permitted
Categories	
Vaping Products	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Marketing is banned. Prescription is required or the Product is only marketed in pharmacies
Flavors	Only tobacco flavors are allowed or No flavors are allowed
Packaging	Graphic health warnings are required or Generic packaging applies

Advertising	Advertising the product is banned
Display	General retail display is banned
Retail Availability	Physical sales are only allowed in specialized stores or Banned
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Heated Tobacco Products	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Marketing is banned. Prescription is required or the Product is only marketed in pharmacies
Flavors	Only tobacco flavors are allowed or No flavors are allowed
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is banned
Display	General retail display is banned
Retail Availability	Physical sales are only allowed in specialized stores or Banned
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Nicotine Pouches	
Regulatory Framework	There is no specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted

Taxation	No excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Snus	
Regulatory Framework	There is no specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is banned
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product

Netherlands



The Netherlands maintain an intermediate score globally and regionally because both Snus and Nicotine Pouches are banned and their use is discouraged by the health authority (Snus due to EU regulation and Nicotine Pouches due to local regulation promoted by the National Institute of Health recently) but has a more flexible policy regarding Vape Products. As regards heated tobacco products, these are banned in indoor public spaces, their advertising restricted to inside the stores, they cannot be displayed in stores, with the same taxes on smoking tobacco in the consumable and although they do not require warnings on their packaging, there are legislative proposals in that direction. It should be clarified that the National Institute of Health is actively working against their use. On the other hand, vaping products cannot be advertised or used in indoor public places, their nicotine level is limited to 20mg/ml (by EU regulation) and they cannot be displayed. Despite recent changes as a result of the 2021 elections, the government is making efforts to ban flavors (namely through the introduction of a positive list), as well as introducing generic packaging and in many instances making claims that are not supported by scientific evidence. Vape Products and Heated Tobacco Products should have differentiated textual warnings on their packaging.

Region	Europe
Number of Countries in the Region	25
Population	17,441,139
Smoking Death Rate (2019, Range of 14 to 152 per 100,000 inhab.)	88,11
Smoking Daily Prevalence (2012, Range of 4% to 35.5%)	20,80%
Index	
Value (Range of 14 to 83,5)	69,5
Global Performance (Ranking 1 to 49)	23
Regional Performance (Ranking 1 to 25)	15
Sub Index by Product	
Sub Index of Vape Products	
Value (Range of 0 to 90)	75
Global Performance (Ranking 1 to 49)	14
Regional Performance (Ranking 1 to 24)	11
Sub Index of Heated Tobacco Products	
Value (Range of 0 to 80)	75
Global Performance (Ranking 1 to 49)	8
Regional Performance (Ranking 1 to 22)	8
Sub Index of Nicotine Pouches	
Value (Range of 0 to 85)	20
Global Performance (Ranking 1 to 49)	41
Regional Performance (Ranking 1 to 24)	21
Sub Index of Snus	
Value (Range of 0 to 80)	20
Global Performance (Ranking 1 to 49)	24
Regional Performance (Ranking 1 to 4)	4
Product Availability	
Availability of Vape Products	Permitted
Availability of Heated Tobacco Products	Permitted
Availability of Nicotine Pouches	Banned
Availability of Snus	Banned
Categories	
Vaping Products	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is banned

Display	General retail display is banned
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	No excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Heated Tobacco Products	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted
Display	General retail display is banned
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Nicotine Pouches	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Marketing is banned. Prescription is required or the Product is only marketed in pharmacies
Flavors	Only tobacco flavors are allowed or No flavors are allowed
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is banned
Display	General retail display is banned
Retail Availability	Physical sales are only allowed in specialized stores or Banned
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product

Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Snus	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Marketing is banned. Prescription is required or the Product is only marketed in pharmacies
Flavors	Only tobacco flavors are allowed or No flavors are allowed
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is banned
Display	General retail display is banned
Retail Availability	Physical sales are only allowed in specialized stores or Banned
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product

New Zealand



New Zealand scores very well globally and regionally, thanks to its regulatory framework that ensures the availability of legal non-combusted nicotine products for smokers, a fiscal framework that takes into account the risk profile of the products, and a policy to encourage smokers to switch. Vape products are banned in indoor public spaces, have limited nicotine levels (although this regulation has not yet come into force), are banned from advertising (except in stores), require a textual warning that occupies 32% of the packaging, and can be displayed due to a regulatory exception. Only tobacco, mint and menthol flavors are available in regular stores, and all other flavors must be purchased in specialized stores or online. Heated Tobacco Products have an advertising ban and must include a textual warning on their packaging (32% of the packaging) while consumables cannot be displayed and their use in indoor public spaces is banned. The health authority passively recognizes their role and smoking tobacco taxes cover consumables. Snus is banned and government policy omits it, while Nicotine Pouches are considered pharmaceutical products and their sale is banned unless specifically licensed by the health authority, which has ambiguous and outdated statements in contrast to its successful policy with Vape Products. Vape Products, Heated Tobacco Products and Nicotine pouches must have differentiated textual warnings on their packaging.

Region	Asia-Oceania
Number of Countries in the Region	3
Population	5,084,300
Smoking Death Rate (2019, Range of 14 to 152 per 100,000 inhab.)	59,34
Smoking Daily Prevalence (2012, Range of 4% to 35.5%)	16,80%
Index	
Value (Range of 14 to 83.5)	80
Global Performance (Ranking 1 to 49)	3
Regional Performance (Ranking 1 to 3)	1
Sub Index by Product	
Sub Index of Vape Products	
Value (Range of 0 to 90)	90
Global Performance (Ranking 1 to 49)	1
Regional Performance (Ranking 1 to 3)	1
Sub Index of Heated Tobacco Products	
Value (Range of 0 to 80)	75
Global Performance (Ranking 1 to 49)	8
Regional Performance (Ranking 1 to 3)	1
Sub Index of Nicotine Pouches	
Value (Range of 0 to 85)	20
Global Performance (Ranking 1 to 49)	41
Regional Performance (Ranking 1 to 3)	2
Sub Index of Snus	
Value (Range of 0 to 80)	20
Global Performance (Ranking 1 to 49)	24
Regional Performance (Ranking 1 to 3)	2
Product Availability	
Availability of Vape Products	Permitted
Availability of Heated Tobacco Products	Permitted
Availability of Nicotine Pouches	Banned
Availability of Snus	Banned
Categories	
Vaping Products	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted

Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	No excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities actively promote switch of combustible products to the product
Heated Tobacco Products	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted
Display	General retail display is banned
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Nicotine Pouches	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Marketing is banned. Prescription is required or the Product is only marketed in pharmacies
Flavors	Only tobacco flavors are allowed or No flavors are allowed
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is banned
Display	General retail display is banned
Retail Availability	Physical sales are only allowed in specialized stores or Banned
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product

Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Snus	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Marketing is banned. Prescription is required or the Product is only marketed in pharmacies
Flavors	Only tobacco flavors are allowed or No flavors are allowed
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is banned
Display	General retail display is banned
Retail Availability	Physical sales are only allowed in specialized stores or Banned
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product

Nicaragua



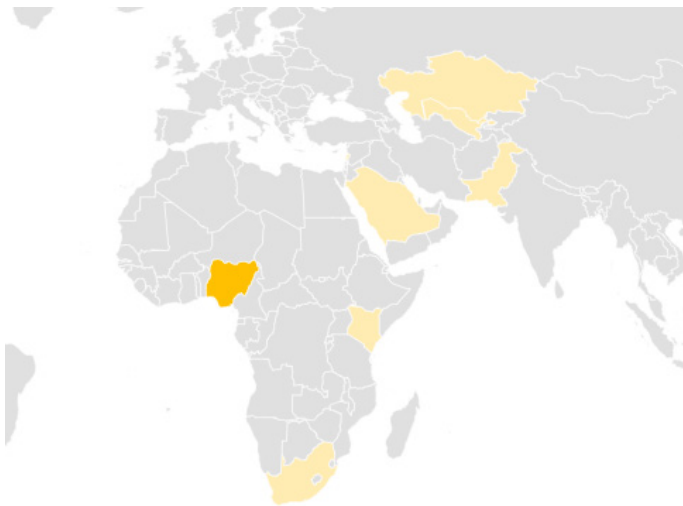
Nicaragua's global and regional performance lags behind due to restrictions on vaping products. These are de-facto banned as the marketing of products that mimic tobacco products is banned and health recommendations discourage them. Snus cannot be advertised (except in the stores), must contain textual warnings and health recommendations do not address it. Nicotine Pouches do not have a clear regulatory framework and are not addressed by the health authority. As regards heated tobacco products, they must contain graphic warnings on the packaging and advertising, they cannot be used in indoor public spaces or marketed by internet, mail or vending machines, their advertising is limited to stores, pamphlets or artistic products exclusively for adults, they have the same tax treatment as combustible tobacco and the health recommendations are not clear (there are doubts as to their contemplation under the general tobacco law). Snus must have differentiated textual warnings on its packaging.

Region	Americas
Number of Countries in the Region	15
Population	6.624.554
Smoking Death Rate (2019, Range of 14 to 152 per 100,000 inhab.)	41.97
Smoking Daily Prevalence (2012, Range of 4% to 35.5%)	10.90%
Index	
Value (Range of 14 to 83.5)	24
Global Performance (Ranking 1 to 49)	44
Regional Performance (Ranking 1 to 15)	11
Sub Index by Product	
Sub Index of Vape Products	
Value (Range of 0 to 90)	20
Global Performance (Ranking 1 to 49)	42
Regional Performance (Ranking 1 to 15)	9
Sub Index of Heated Tobacco Products	
Value (Range of 0 to 80)	20
Global Performance (Ranking 1 to 49)	45
Regional Performance (Ranking 1 to 12)	12
Sub Index of Nicotine Pouches	
Value (Range of 0 to 85)	65
Global Performance (Ranking 1 to 49)	10
Regional Performance (Ranking 1 to 15)	2
Sub Index of Snus	
Value (Range of 0 to 80)	55
Global Performance (Ranking 1 to 49)	14
Regional Performance (Ranking 1 to 15)	7
Product Availability	
Availability of Vape Products	Banned
Availability of Heated Tobacco Products	Banned
Availability of Nicotine Pouches	Permitted
Availability of Snus	Permitted
Categories	
Vaping Products	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Marketing is banned. Prescription is required or the Product is only marketed in pharmacies
Flavors	Only tobacco flavors are allowed or No flavors are allowed
Packaging	Graphic health warnings are required or Generic packaging applies

Advertising	Advertising the product is banned
Display	General retail display is banned
Retail Availability	Physical sales are only allowed in specialized stores or Banned
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Heated Tobacco Products	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Marketing is banned. Prescription is required or the Product is only marketed in pharmacies
Flavors	Only tobacco flavors are allowed or No flavors are allowed
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is banned
Display	General retail display is banned
Retail Availability	Physical sales are only allowed in specialized stores or Banned
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Nicotine Pouches	
Regulatory Framework	There is no specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted

Taxation	No excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Snus	
Regulatory Framework	There is no specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is permitted
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	No excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product

Nigeria



Nigeria belongs to the countries that do not have a specific regulatory framework for any product. Within this group, it maintains an intermediate global and regional performance, where all products are allowed, but there is no policy recommending their use. Vape products and Nicotine pouches do not have a regulatory framework or excise taxes, while health recommendations passively recognize them. The lack of market penetration of these products makes them still marginal. In parallel, the advertising of Snus and heated tobacco products is illegal except within the stores, marketing cannot be done by mail, internet or vending machines and both products are discouraged by the health authority. In terms of taxation, heated tobacco products have a differentiated excise tax on the consumable while Snus has the same tax treatment as smoking tobacco. Both products are regulated by the same regulations governing smoking tobacco. Heated Tobacco Products and Snus must have differentiated textual warnings on their packaging. The national government is currently drafting a comprehensive regulatory proposal that considers the potential of non-combusted products, but it has not yet been finalized and will have to go through a long bureaucratic process for its review and approval.

Region	Asia-Africa
Number of Countries in the Region	2
Population	206.139.587
Smoking Death Rate (2019, Range of 14 to 152 per 100,000 inhab.)	21.62
Smoking Daily Prevalence (2012, Range of 4% to 35.5%)	4,00%
Index	
Value (Range of 14 to 83.5)	61.25
Global Performance (Ranking 1 to 49)	5
Regional Performance (Ranking 1 to 2)	1
Sub Index by Product	
Sub Index of Vape Products	
Value (Range of 0 to 90)	65
Global Performance (Ranking 1 to 49)	1
Regional Performance (Ranking 1 to 2)	1
Sub Index of Heated Tobacco Products	
Value (Range of 0 to 80)	50
Global Performance (Ranking 1 to 49)	8
Regional Performance (Ranking 1 to 2)	1
Sub Index of Nicotine Pouches	
Value (Range of 0 to 85)	65
Global Performance (Ranking 1 to 49)	1
Regional Performance (Ranking 1 to 1)	1
Sub Index of Snus	
Value (Range of 0 to 80)	50
Global Performance (Ranking 1 to 49)	9
Regional Performance (Ranking 1 to 2)	2
Product Availability	
Availability of Vape Products	Permitted
Availability of Heated Tobacco Products	Permitted
Availability of Nicotine Pouches	Permitted
Availability of Snus	Permitted
Categories	
Vaping Products	
Regulatory Framework	There is no specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted

Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	No excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Heated Tobacco Products	
Regulatory Framework	There is no specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is permitted
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Nicotine Pouches	
Regulatory Framework	There is no specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	No excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product

Snus	
Regulatory Framework	There is no specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is permitted
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product

Pakistan



Pakistan belongs to the countries that do not have a specific regulatory framework for any product. Within this group it maintains an intermediate score with all products allowed, but there are no harm reduction strategies or information campaigns to encourage smokers to switch to products with a reduced risk profile and, as a consequence, the rate of cigarette consumption is very high in men. Vape products do not have any restrictions due to the absence of a regulatory framework (although there are voluntary government quality standards) but there are great attempts to ban and limit their use by different influential organizations in the government, however, consumables are subject to a special tax arising from the finance law. In parallel, the use of Snus is banned in outdoor and indoor public spaces, their advertising and display is illegal and health recommendations advise against their use (there are requirements for graphic warnings only at the local government level). Regarding Nicotine Pouches, there are no restrictions, but there are limitations to the nicotine level and requirements for textual warnings on their packaging that emanate from voluntary quality standards. Heated Tobacco Products have bans on advertising, display, use in public and indoor spaces, as well as requirements for graphic warnings, discouragement of their use and differentiated excise taxes on consumables, while devices do not have a regulatory framework or an approach by the health authority. Vape products, heated tobacco products, Snus and Nicotine Pouches should have differentiated textual warnings on their packaging. The country's large population and high mortality rate due to smoking make it a relevant actor in the problem.

Region	Asia-Africa
Number of Countries in the Region	2
Population	220.892.331
Smoking Death Rate (2019, Range of 14 to 152 per 100,000 inhab.)	135,14
Smoking Daily Prevalence (2012, Range of 4% to 35.5%)	15,40%
Index	
Value (Range of 14 to 83.5)	57
Global Performance (Ranking 1 to 49)	8
Regional Performance (Ranking 1 to 2)	2
Sub Index by Product	
Sub Index of Vape Products	
Value (Range of 0 to 90)	60
Global Performance (Ranking 1 to 49)	6
Regional Performance (Ranking 1 to 2)	2
Sub Index of Heated Tobacco Products	
Value (Range of 0 to 80)	45
Global Performance (Ranking 1 to 49)	9
Regional Performance (Ranking 1 to 2)	2
Sub Index of Nicotine Pouches	
Value (Range of 0 to 85)	65
Global Performance (Ranking 1 to 49)	1
Regional Performance (Ranking 1 to 1)	1
Sub Index of Snus	
Value (Range of 0 to 80)	55
Global Performance (Ranking 1 to 49)	5
Regional Performance (Ranking 1 to 2)	1
Product Availability	
Availability of Vape Products	Permitted
Availability of Heated Tobacco Products	Permitted
Availability of Nicotine Pouches	Permitted
Availability of Snus	Permitted
Categories	
Vaping Products	
Regulatory Framework	There is no specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted

Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Heated Tobacco Products	
Regulatory Framework	There is no specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is banned
Display	General retail display is banned
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Nicotine Pouches	
Regulatory Framework	There is no specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	No excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product

Snus	
Regulatory Framework	There is no specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is banned
Display	General retail display is banned
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	No excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product

Panama



Panama maintains a very poor performance at the global and regional level. This situation is explained by the fact that vaping products (with and without nicotine) and heated tobacco products are banned and health recommendations discourage them, preventing these effective tools from reducing the harm caused by smoking tobacco. Snus cannot be advertised, must include graphic warnings on its packaging, cannot be displayed in stores and can only be marketed at specific physical points that cannot be found in health buildings or pharmacies, and government recommendations are ambiguous and outdated. Nicotine pouches cannot be advertised, they must contain graphic warnings, the textual warnings on the packaging can be differentiated and the health authority has not issued a decision on the matter (there are doubts as to whether the tobacco legislation covers them or not).

Region	Americas
Number of Countries in the Region	15
Population	4,314,768
Smoking Death Rate (2019, Range of 14 to 152 per 100,000 inhab.)	28,21
Smoking Daily Prevalence (2012, Range of 4% to 35.5%)	8,40%
Index	
Value (Range of 14 to 83.5)	23
Global Performance (Ranking 1 to 49)	47
Regional Performance (Ranking 1 to 15)	14
Sub Index by Product	
Sub Index of Vape Products	
Value (Range of 0 to 90)	20
Global Performance (Ranking 1 to 49)	42
Regional Performance (Ranking 1 to 15)	9
Sub Index of Heated Tobacco Products	
Value (Range of 0 to 80)	20
Global Performance (Ranking 1 to 49)	45
Regional Performance (Ranking 1 to 12)	12
Sub Index of Nicotine Pouches	
Value (Range of 0 to 85)	55
Global Performance (Ranking 1 to 49)	32
Regional Performance (Ranking 1 to 15)	8
Sub Index of Snus	
Value (Range of 0 to 80)	45
Global Performance (Ranking 1 to 49)	20
Regional Performance (Ranking 1 to 15)	13
Product Availability	
Availability of Vape Products	Banned
Availability of Heated Tobacco Products	Banned
Availability of Nicotine Pouches	Permitted
Availability of Snus	Permitted
Categories	
Vaping Products	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Marketing is banned. Prescription is required or the Product is only marketed in pharmacies
Flavors	Only tobacco flavors are allowed or No flavors are allowed
Packaging	Graphic health warnings are required or Generic packaging applies

Advertising	Advertising the product is banned
Display	General retail display is banned
Retail Availability	Physical sales are only allowed in specialized stores or Banned
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Heated Tobacco Products	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Marketing is banned. Prescription is required or the Product is only marketed in pharmacies
Flavors	Only tobacco flavors are allowed or No flavors are allowed
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is banned
Display	General retail display is banned
Retail Availability	Physical sales are only allowed in specialized stores or Banned
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Nicotine Pouches	
Regulatory Framework	There is no specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is banned
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	No excise taxes are applied on the product

Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Snus	
Regulatory Framework	There is no specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is banned
Display	General retail display is banned
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product

Paraguay



Paraguay maintains an intermediate score globally and regionally, with a policy that tends to discourage the use of the products. Nicotine Pouches do not have a clear regulatory framework, cannot be advertised (except inside stores), require graphic warnings on the packaging, and are not treated by the authorities (although there are doubts regarding their qualification as pharmaceutical products). Snus cannot be advertised (except inside the stores), must include graphic warnings on its packaging, cannot be displayed in such a way that it can be seen from outside the store, cannot be sold in channels other than physical stores, have the same tax treatment as smoking tobacco and are not dealt with by the health authority. In relation to heated tobacco products, they cannot be advertised (except on the stores), must contain graphic warnings, cannot be displayed in such a way that they can be seen from outside the store, cannot be used in indoor public spaces or sold in places where there is no personal interaction with the user, flavors are allowed but their names should not be considered attractive to young people, have differentiated excise taxes in the consumable and the device and the health recommendations discourage it. Vape products may not be advertised (except at the stores), may not be displayed in such a way that they can be seen from outside the store or used in outdoor or indoor public spaces, may only be marketed in licensed physical stores, online sales are banned, their nicotine level must be previously authorized by the government, they have differentiated excise taxes on the device and health policy discourages them. Vape Products and Nicotine Pouches must have differentiated textual warnings on their packaging.

Region	Americas
Number of Countries in the Region	15
Population	7.132.530
Smoking Death Rate (2019, Range of 14 to 152 per 100,000 inhab.)	83,17
Smoking Daily Prevalence (2012, Range of 4% to 35.5%)	11,70%
Index	
Value (Range of 14 to 83.5)	67,75
Global Performance (Ranking 1 to 49)	28
Regional Performance (Ranking 1 to 15)	6
Sub Index by Product	
Sub Index of Vape Products	
Value (Range of 0 to 90)	75
Global Performance (Ranking 1 to 49)	14
Regional Performance (Ranking 1 to 15)	2
Sub Index of Heated Tobacco Products	
Value (Range of 0 to 80)	50
Global Performance (Ranking 1 to 49)	42
Regional Performance (Ranking 1 to 12)	11
Sub Index of Nicotine Pouches	
Value (Range of 0 to 85)	55
Global Performance (Ranking 1 to 49)	32
Regional Performance (Ranking 1 to 15)	8
Sub Index of Snus	
Value (Range of 0 to 80)	50
Global Performance (Ranking 1 to 49)	16
Regional Performance (Ranking 1 to 15)	9
Product Availability	
Availability of Vape Products	Permitted
Availability of Heated Tobacco Products	Permitted
Availability of Nicotine Pouches	Permitted
Availability of Snus	Permitted
Categories	
Vaping Products	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted

Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Heated Tobacco Products	
Regulatory Framework	There is no specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is permitted
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Nicotine Pouches	
Regulatory Framework	There is no specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is permitted
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is banned
Taxation	No excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Snus	

Regulatory Framework	There is no specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is permitted
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product

Peru



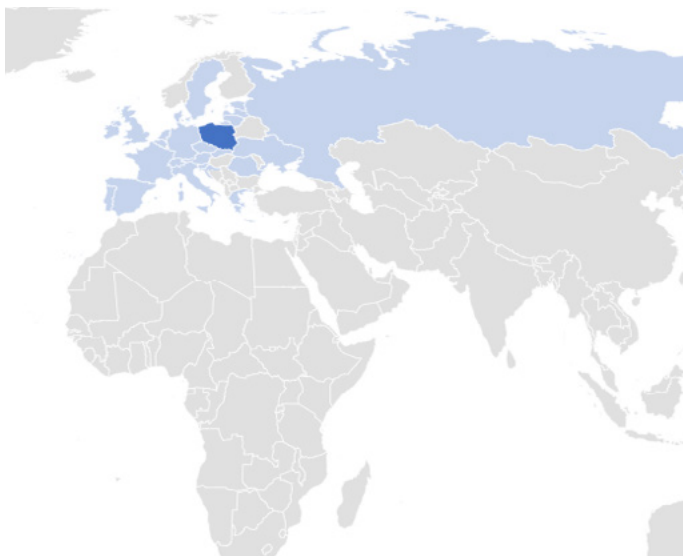
Peru belongs to the countries that do not have a specific regulatory framework for any product. Within this group, it maintains a relatively good global and regional performance, mainly due to the lack of specific regulatory frameworks, even though a harm reduction approach is not covered. Vape Products and Nicotine Pouches do not have any regulation that contemplates them despite the fact that the health authority discourages their use. Snus is discouraged by the health authority and its sale is banned in vending machines, educational institutions and hospitals, with the requirement to include health warnings in advertising and limit its display inside the stores, as well as to have the same tax as smoking tobacco. In relation to heated tobacco products, they cannot be used in indoor public spaces, their advertising requires health warnings, their display is restricted to inside the stores and their sale is banned in vending machines, educational institutions and hospitals, with health recommendations discouraging their use and applying differentiated excise taxes. Vape products, heated tobacco products and nicotine pouches must have differentiated textual warnings on their packaging.

Region	Americas
Number of Countries in the Region	4
Population	32.971.846
Smoking Death Rate (2019, Range of 14 to 152 per 100,000 inhab.)	14,02
Smoking Daily Prevalence (2012, Range of 4% to 35.5%)	11,00%
Index	
Value (Range of 14 to 83,5)	63,5
Global Performance (Ranking 1 to 49)	3
Regional Performance (Ranking 1 to 3)	3
Sub Index by Product	
Sub Index of Vape Products	
Value (Range of 0 to 90)	65
Global Performance (Ranking 1 to 49)	1
Regional Performance (Ranking 1 to 1)	1
Sub Index of Heated Tobacco Products	
Value (Range of 0 to 80)	60
Global Performance (Ranking 1 to 49)	2
Regional Performance (Ranking 1 to 2)	2
Sub Index of Nicotine Pouches	
Value (Range of 0 to 85)	65
Global Performance (Ranking 1 to 49)	1
Regional Performance (Ranking 1 to 1)	1
Sub Index of Snus	
Value (Range of 0 to 80)	55
Global Performance (Ranking 1 to 49)	5
Regional Performance (Ranking 1 to 3)	3
Product Availability	
Availability of Vape Products	Permitted
Availability of Heated Tobacco Products	Permitted
Availability of Nicotine Pouches	Permitted
Availability of Snus	Permitted
Categories	
Vaping Products	
Regulatory Framework	There is no specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted

Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	No excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Heated Tobacco Products	
Regulatory Framework	There is no specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Nicotine Pouches	
Regulatory Framework	There is no specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	No excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product

Snus	
Regulatory Framework	There is no specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is permitted
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product

Poland



Poland maintains an intermediate performance at the global level and relatively backward at the regional level, with not so severe restrictions on the use of the products, but a health policy that does not actively recommend the products. Snus is banned and discouraged by the health authority, mainly due to EU regulation. Nicotine pouches are regulated as a general product without a specific framework, banning their sale in vending machines, hospitals and recreational buildings, with a health warning but not being addressed by government recommendations. Heated Tobacco Products consumables cannot be sold online and advertising of these products is also banned, a textual warning is required on the packaging, use in indoor public spaces is illegal and they cannot be marketed in vending machines, hospitals and recreational buildings, maintaining differentiated excise taxes on the consumable and being discouraged by the health authority. Vape Products cannot be sold in hospitals, vending machines or recreational buildings or used in indoor public spaces, have a nicotine limit of 20mg/ml (by European Union regulation), require textual health warnings, have differentiated excise taxes on consumables and health recommendations discourage their use in line with the World Health Organization's position. Vape Products, Heated Tobacco Products and Nicotine Pouches must have differentiated textual warnings on their packaging.

Region	Europe
Number of Countries in the Region	25
Population	37,950,802
Smoking Death Rate (2019, Range of 14 to 152 per 100,000 inhab.)	110,04
Smoking Daily Prevalence (2012, Range of 4% to 35.5%)	27,20%
Index	
Value (Range of 14 to 83.5)	68,25
Global Performance (Ranking 1 to 49)	26
Regional Performance (Ranking 1 to 25)	18
Sub Index by Product	
Sub Index of Vape Products	
Value (Range of 0 to 90)	70
Global Performance (Ranking 1 to 49)	23
Regional Performance (Ranking 1 to 24)	16
Sub Index of Heated Tobacco Products	
Value (Range of 0 to 80)	75
Global Performance (Ranking 1 to 49)	8
Regional Performance (Ranking 1 to 22)	8
Sub Index of Nicotine Pouches	
Value (Range of 0 to 85)	65
Global Performance (Ranking 1 to 49)	10
Regional Performance (Ranking 1 to 24)	7
Sub Index of Snus	
Value (Range of 0 to 80)	20
Global Performance (Ranking 1 to 49)	24
Regional Performance (Ranking 1 to 4)	4
Product Availability	
Availability of Vape Products	Permitted
Availability of Heated Tobacco Products	Permitted
Availability of Nicotine Pouches	Permitted
Availability of Snus	Banned
Categories	
Vaping Products	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is banned

Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Heated Tobacco Products	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Nicotine Pouches	
Regulatory Framework	There is no specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	No excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product

Snus	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Marketing is banned. Prescription is required or the Product is only marketed in pharmacies
Flavors	Only tobacco flavors are allowed or No flavors are allowed
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is banned
Display	General retail display is banned
Retail Availability	Physical sales are only allowed in specialized stores or Banned
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product

Portugal



Portugal maintains a relatively advanced performance globally and regionally for its health policy and other restrictions despite the authorities' ambitions to reduce the number of smokers in the next decade. Snus is banned and discouraged in line with EU regulation. Nicotine pouches are not regulated and the health authority is reluctant to recognize their benefits as a harm reduction tool. Vape Products cannot be generally advertised or sold in pharmacies, public buildings or hospitals or used in indoor public spaces, have a nicotine limit of 20mg/ml (per EU regulation), require textual health warnings, have the same excise tax as smoking tobacco on consumables, must be displayed only inside stores and health recommendations discourage their use. In relation to Heated Tobacco Products, online sale of consumables is banned as is advertising (except in stores, and they may express harm reduction properties if these have been proven before the health authority), a textual warning is required on the packaging (and they may express harm reduction properties if these have been proven before the health authority), use in indoor public spaces is illegal and they cannot be marketed on the internet, maintaining the same excise tax as smoking tobacco on consumables, must be displayed only inside the stores and are discouraged by the health authority. Vape Products, Heated Tobacco Products and Nicotine Pouches must have differentiated textual warnings on their packaging.

Region	Europe
Number of Countries in the Region	25
Population	10.305.564
Smoking Death Rate (2019, Range of 14 to 152 per 100,000 inhab.)	51.64
Smoking Daily Prevalence (2012, Range of 4% to 35.5%)	21.60%
Index	
Value (Range of 14 to 83.5)	71.75
Global Performance (Ranking 1 to 49)	17
Regional Performance (Ranking 1 to 25)	12
Sub Index by Product	
Sub Index of Vape Products	
Value (Range of 0 to 90)	75
Global Performance (Ranking 1 to 49)	14
Regional Performance (Ranking 1 to 24)	11
Sub Index of Heated Tobacco Products	
Value (Range of 0 to 80)	75
Global Performance (Ranking 1 to 49)	8
Regional Performance (Ranking 1 to 22)	8
Sub Index of Nicotine Pouches	
Value (Range of 0 to 85)	65
Global Performance (Ranking 1 to 49)	10
Regional Performance (Ranking 1 to 24)	7
Sub Index of Snus	
Value (Range of 0 to 80)	20
Global Performance (Ranking 1 to 49)	24
Regional Performance (Ranking 1 to 4)	4
Product Availability	
Availability of Vape Products	Permitted
Availability of Heated Tobacco Products	Permitted
Availability of Nicotine Pouches	Permitted
Availability of Snus	Banned
Categories	
Vaping Products	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted

Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Heated Tobacco Products	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Nicotine Pouches	
Regulatory Framework	There is no specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	No excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product

Snus	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Marketing is banned. Prescription is required or the Product is only marketed in pharmacies
Flavors	Only tobacco flavors are allowed or No flavors are allowed
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is banned
Display	General retail display is banned
Retail Availability	Physical sales are only allowed in specialized stores or Banned
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product

Romania



Romania maintains an intermediate score globally and regionally, with few restrictions on consumption and marketing, but is disadvantaged because Snus is banned and discouraged in line with EU regulation. Nicotine pouches are not regulated and the health authority is reluctant to recognize their advantages as a harm reduction tool. As regards Vape Products, their advertising and display is banned and they must include a textual warning, they have a 20mg/ml nicotine limitation (by European Union regulation), a differentiated excise tax in the consumable and the health recommendations discourage their use. Heated Tobacco Products are banned for sale in vending machines, require textual warnings on their packaging (30% of the packaging) and in advertising (only for consumables), have differentiated taxes on consumables and are discouraged by the health authority. Vape Products, Heated Tobacco Products and Nicotine Pouches must have differentiated textual warnings on their packaging.

Region	Europe
Number of Countries in the Region	25
Population	19,286,123
Smoking Death Rate (2019, Range of 14 to 152 per 100,000 inhab.)	108,59
Smoking Daily Prevalence (2012, Range of 4% to 35.5%)	26,40%
Index	
Value (Range of 14 to 83,5)	69,25
Global Performance (Ranking 1 to 49)	24
Regional Performance (Ranking 1 to 25)	16
Sub Index by Product	
Sub Index of Vape Products	
Value (Range of 0 to 90)	70
Global Performance (Ranking 1 to 49)	23
Regional Performance (Ranking 1 to 24)	16
Sub Index of Heated Tobacco Products	
Value (Range of 0 to 80)	80
Global Performance (Ranking 1 to 49)	1
Regional Performance (Ranking 1 to 22)	1
Sub Index of Nicotine Pouches	
Value (Range of 0 to 85)	65
Global Performance (Ranking 1 to 49)	10
Regional Performance (Ranking 1 to 24)	7
Sub Index of Snus	
Value (Range of 0 to 80)	20
Global Performance (Ranking 1 to 49)	24
Regional Performance (Ranking 1 to 4)	4
Product Availability	
Availability of Vape Products	Permitted
Availability of Heated Tobacco Products	Permitted
Availability of Nicotine Pouches	Permitted
Availability of Snus	Banned
Categories	
Vaping Products	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is banned

Display	General retail display is banned
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Heated Tobacco Products	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Nicotine Pouches	
Regulatory Framework	There is no specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	No excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product

Snus	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Marketing is banned. Prescription is required or the Product is only marketed in pharmacies
Flavors	Only tobacco flavors are allowed or No flavors are allowed
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is banned
Display	General retail display is banned
Retail Availability	Physical sales are only allowed in specialized stores or Banned
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product

Russia



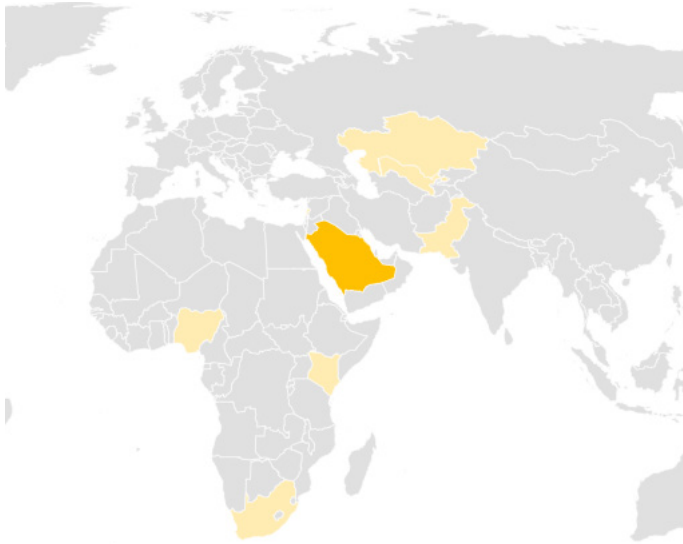
Russia performs poorly globally and regionally, despite its high daily smoking rate, due to widespread restrictions and bans. Snus and Nicotine Pouches are banned and are discouraged by the health authority. Vape products cannot be used in indoor public spaces, the nicotine in them is limited to 20mg/ml, they cannot be sold in vending machines, on the Internet, in recreational buildings or within 100 meters of educational institutions, they cannot be displayed in stores, advertising is banned and the packaging must include textual warnings, the health policy discourages their use by equating them to smoking tobacco and they have differentiated excise taxes both in the consumable and in the device. Heated Tobacco Products cannot be advertised, consumables must not be displayed, must include textual health warnings on the packaging (in 30% of the packaging), cannot be sold in vending machines, in recreational buildings or within 100 meters of educational institutions, health policy discourages their use by equating them to smoking tobacco and they have differentiated excise taxes on the consumable. Vape products and heated tobacco products must have differentiated textual warnings on their packaging. The move against most nicotine products by equating them with smoking tobacco is worrisome in a country with such high rates of both daily use and smoking mortality.

Region	Europe
Number of Countries in the Region	25
Population	144,104,080
Smoking Death Rate (2019, Range of 14 to 152 per 100,000 inhab.)	124,71
Smoking Daily Prevalence (2012, Range of 4% to 35.5%)	31,90%
Index	
Value (Range of 14 to 83,5)	60,5
Global Performance (Raking 1 to 49)	39
Regional Performance (Ranking 1 to 25)	25
Sub Index by Product	
Sub Index of Vape Products	
Value (Range of 0 to 90)	65
Global Performance (Ranking 1 to 49)	37
Regional Performance (Ranking 1 to 24)	24
Sub Index of Heated Tobacco Products	
Value (Range of 0 to 80)	65
Global Performance (Ranking 1 to 49)	32
Regional Performance (Ranking 1 to 22)	22
Sub Index of Nicotine Pouches	
Value (Range of 0 to 85)	20
Global Performance (Ranking 1 to 49)	41
Regional Performance (Ranking 1 to 24)	21
Sub Index of Snus	
Value (Range of 0 to 80)	20
Global Performance (Ranking 1 to 49)	24
Regional Performance (Ranking 1 to 4)	4
Product Availability	
Availability of Vape Products	Permitted
Availability of Heated Tobacco Products	Permitted
Availability of Nicotine Pouches	Banned
Availability of Snus	Banned
Categories	
Vaping Products	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is banned

Display	General retail display is banned
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Heated Tobacco Products	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is banned
Display	General retail display is banned
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Nicotine Pouches	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Marketing is banned. Prescription is required or the Product is only marketed in pharmacies
Flavors	Only tobacco flavors are allowed or No flavors are allowed
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is banned
Display	General retail display is banned
Retail Availability	Physical sales are only allowed in specialized stores or Banned
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product

Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Snus	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Marketing is banned. Prescription is required or the Product is only marketed in pharmacies
Flavors	Only tobacco flavors are allowed or No flavors are allowed
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is banned
Display	General retail display is banned
Retail Availability	Physical sales are only allowed in specialized stores or Banned
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product

Saudi Arabia



Saudi Arabia maintains good global and regional performance, but does not consider harm reduction in its strategy. Snus is banned and discouraged by the health authority. Nicotine pouches are also banned, but the authority has stated that it does not oppose the government's own plans to legalize the product, maintaining an ambiguous stance to date. As regards heated tobacco products, their advertising is banned, they must include a textual warning on the packaging, they cannot be sold in vending machines or used in indoor public spaces, as well as the flavors and nicotine level are limited, they have the same tax treatment as smoking tobacco in the consumable and health recommendations discourage it. Vape products must include a textual warning on the packaging, have a nicotine limit of 20 mg/ml, have restrictions on flavors, cannot be used in indoor public spaces, have the same tax treatment as smoking tobacco in both the device and the consumable, which limits their role as a product with a reduced risk profile. Vape products and heated tobacco products must have differentiated textual warnings on their packaging.

Region	Asia-Africa
Number of Countries in the Region	6
Population	34.813.867
Smoking Death Rate (2019, Range of 14 to 152 per 100,000 inhab.)	64,34
Smoking Daily Prevalence (2012, Range of 4% to 35.5%)	15,00%
Index	
Value (Range of 14 to 83,5)	77,5
Global Performance (Ranking 1 to 49)	8
Regional Performance (Ranking 1 to 6)	1
Sub Index by Product	
Sub Index of Vape Products	
Value (Range of 0 to 90)	80
Global Performance (Ranking 1 to 49)	8
Regional Performance (Ranking 1 to 6)	1
Sub Index of Heated Tobacco Products	
Value (Range of 0 to 80)	75
Global Performance (Ranking 1 to 49)	8
Regional Performance (Ranking 1 to 6)	1
Sub Index of Nicotine Pouches	
Value (Range of 0 to 85)	70
Global Performance (Ranking 1 to 49)	6
Regional Performance (Ranking 1 to 6)	1
Sub Index of Snus	
Value (Range of 0 to 80)	60
Global Performance (Ranking 1 to 49)	12
Regional Performance (Ranking 1 to 6)	5
Product Availability	
Availability of Vape Products	Permitted
Availability of Heated Tobacco Products	Permitted
Availability of Nicotine Pouches	Permitted
Availability of Snus	Permitted
Categories	
Vaping Products	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted

Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Heated Tobacco Products	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is banned
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Nicotine Pouches	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is banned
Display	General retail display is banned
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	No excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product

Snus	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is banned
Display	General retail display is banned
Retail Availability	Physical sales are only allowed in specialized stores or Banned
Online Sales	Online sale is permitted
Taxation	No excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product

Slovakia



Slovakia maintains a good global and regional score, despite some restrictions, due to some passivity of its authorities. Due to EU regulation, Snus is banned and health recommendations discourage it. Nicotine Pouches are neither regulated nor addressed by the health authority (although there have been attempts to apply the smoking tobacco tax on them in order to discourage their use). Vape Products must include warnings in their advertisements and can only be made through some particular channels or inside stores, their packaging must contain textual warnings, they have a nicotine limit of 20 mg/ml (by European Union regulation), they cannot be sold in a long list of physical and digital places, their use in indoor public spaces is banned and health recommendations recognize their advantages ambiguously. Heated Tobacco Products cannot be advertised (except inside stores), must include textual warnings on their packaging (in 30% of the packaging), cannot be displayed in such a way as to be seen from outside the stores, cannot be used in indoor public spaces or sold in a long list of physical and digital stores (although there is a debate to remove restrictions on the internet), have a differentiated excise tax on the consumable and health recommendations do not address them. Vape Products, Heated Tobacco Products and Nicotine Pouches must have differentiated textual warnings on their packaging.

Region	Europe
Number of Countries in the Region	25
Population	5,458,827
Smoking Death Rate (2019, Range of 14 to 152 per 100,000 inhab.)	88,83
Smoking Daily Prevalence (2012, Range of 4% to 35.5%)	22,40%
Index	
Value (Range of 14 to 83,5)	79,75
Global Performance (Ranking 1 to 49)	4
Regional Performance (Ranking 1 to 25)	3
Sub Index by Product	
Sub Index of Vape Products	
Value (Range of 0 to 90)	85
Global Performance (Ranking 1 to 49)	3
Regional Performance (Ranking 1 to 24)	2
Sub Index of Heated Tobacco Products	
Value (Range of 0 to 80)	80
Global Performance (Ranking 1 to 49)	1
Regional Performance (Ranking 1 to 22)	1
Sub Index of Nicotine Pouches	
Value (Range of 0 to 85)	65
Global Performance (Ranking 1 to 49)	10
Regional Performance (Ranking 1 to 24)	7
Sub Index of Snus	
Value (Range of 0 to 80)	20
Global Performance (Ranking 1 to 49)	24
Regional Performance (Ranking 1 to 4)	4
Product Availability	
Availability of Vape Products	Permitted
Availability of Heated Tobacco Products	Permitted
Availability of Nicotine Pouches	Permitted
Availability of Snus	Banned
Categories	
Vaping Products	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted

Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	No excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Heated Tobacco Products	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Nicotine Pouches	
Regulatory Framework	There is no specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	No excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product

Snus	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Marketing is banned. Prescription is required or the Product is only marketed in pharmacies
Flavors	Only tobacco flavors are allowed or No flavors are allowed
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is banned
Display	General retail display is banned
Retail Availability	Physical sales are only allowed in specialized stores or Banned
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product

Slovenia



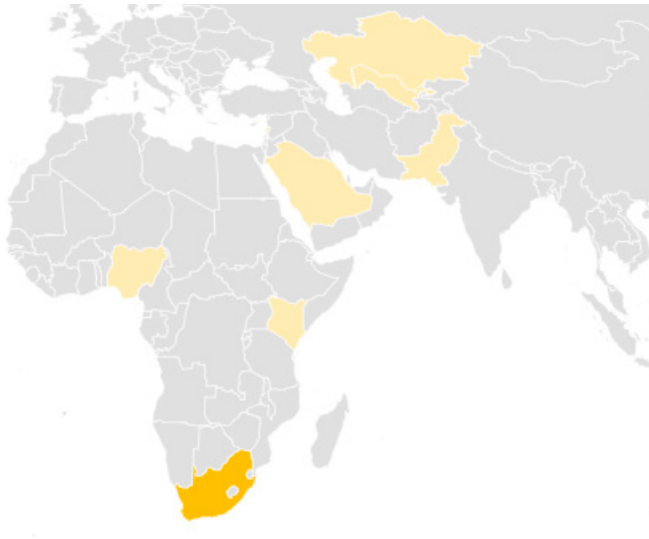
Slovenia maintains an intermediate performance globally and regionally, mainly due to its health approach. Due to European Union regulations, Snus is banned and health recommendations advise against it. In contrast, Nicotine pouches are not specifically regulated and are not addressed by health policy. Vape products have a limitation of 20 mg/ml of nicotine (by European Union regulation) and cannot be sold in vending machines, pharmacies or online or be displayed or advertised, they must have textual warnings on their packaging and have the same tax treatment as smoking tobacco in the consumable and health recommendations discourage their use, as well as ban their use in indoor public spaces. Heated Tobacco Products may not be sold in vending machines, pharmacies or online or be displayed or advertised, must have textual warnings on their packaging and are subject to the same tax treatment as smoking tobacco and health recommendations advise against their use, as well as ban their use in indoor public spaces. Vape Products, Heated Tobacco Products and Nicotine Pouches must have differentiated textual warnings on their packaging.

Region	Europe
Number of Countries in the Region	25
Population	2.100.126
Smoking Death Rate (2019, Range of 14 to 152 per 100,000 inhab.)	68,85
Smoking Daily Prevalence (2012, Range of 4% to 35.5%)	22,20%
Index	
Value (Range of 14 to 83.5)	67,25
Global Performance (Ranking 1 to 49)	31
Regional Performance (Ranking 1 to 25)	20
Sub Index by Product	
Sub Index of Vape Products	
Value (Range of 0 to 90)	70
Global Performance (Ranking 1 to 49)	23
Regional Performance (Ranking 1 to 24)	16
Sub Index of Heated Tobacco Products	
Value (Range of 0 to 80)	70
Global Performance (Ranking 1 to 49)	20
Regional Performance (Ranking 1 to 22)	16
Sub Index of Nicotine Pouches	
Value (Range of 0 to 85)	65
Global Performance (Ranking 1 to 49)	10
Regional Performance (Ranking 1 to 24)	7
Sub Index of Snus	
Value (Range of 0 to 80)	20
Global Performance (Ranking 1 to 49)	24
Regional Performance (Ranking 1 to 4)	4
Product Availability	
Availability of Vape Products	Permitted
Availability of Heated Tobacco Products	Permitted
Availability of Nicotine Pouches	Permitted
Availability of Snus	Banned
Categories	
Vaping Products	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is banned

Display	General retail display is banned
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Heated Tobacco Products	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted
Display	General retail display is banned
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Nicotine Pouches	
Regulatory Framework	There is no specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	No excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product

Snus	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Marketing is banned. Prescription is required or the Product is only marketed in pharmacies
Flavors	Only tobacco flavors are allowed or No flavors are allowed
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is banned
Display	General retail display is banned
Retail Availability	Physical sales are only allowed in specialized stores or Banned
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product

South Africa



South Africa performs poorly globally and regionally for poor scores on access, use, marketing and policies regarding Heated Tobacco Products and Snus. Vape Products are not regulated in tobacco control legislation and the same is true for Nicotine Pouches, scoring well for those products. Unlike the above, Snus and heated tobacco products fall under tobacco legislation and cannot be advertised, must contain textual warnings on their packaging, and cannot be sold over the internet. They are subject to differentiated excise taxes (lower than those applicable to cigarettes) and are discouraged by the health authority.

Region	Asia-Africa
Number of Countries in the Region	6
Population	59,308,690
Smoking Death Rate (2019, Range of 14 to 152 per 100,000 inhab.)	75,38
Smoking Daily Prevalence (2012, Range of 4% to 35.5%)	14,90%
Index	
Value (Range of 14 to 83,5)	60,5
Global Performance (Raking 1 to 49)	39
Regional Performance (Ranking 1 to 25)	6
Sub Index by Product	
Sub Index of Vape Products	
Value (Range of 0 to 90)	65
Global Performance (Ranking 1 to 49)	37
Regional Performance (Ranking 1 to 24)	6
Sub Index of Heated Tobacco Products	
Value (Range of 0 to 80)	40
Global Performance (Ranking 1 to 49)	44
Regional Performance (Ranking 1 to 22)	6
Sub Index of Nicotine Pouches	
Value (Range of 0 to 85)	65
Global Performance (Ranking 1 to 49)	10
Regional Performance (Ranking 1 to 24)	3
Sub Index of Snus	
Value (Range of 0 to 80)	75
Global Performance (Ranking 1 to 49)	4
Regional Performance (Ranking 1 to 4)	2
Product Availability	
Availability of Vape Products	Permitted
Availability of Heated Tobacco Products	Permitted
Availability of Nicotine Pouches	Permitted
Availability of Snus	Permitted
Categories	
Vaping Products	
Regulatory Framework	There is no specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted

Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	No excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Heated Tobacco Products	
Regulatory Framework	There is no specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Only tobacco flavors are allowed or No flavors are allowed
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is permitted
Display	General retail display is banned
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Nicotine Pouches	
Regulatory Framework	There is no specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	No excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product

Snus	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product

South Korea



South Korea maintains a relatively backward global position and an intermediate regional one, even though all products are allowed, due to its health policy. The online sale of vaping products, Nicotine Pouches, Snus and heated tobacco products is banned (requiring a license from retailers), as well as their use in indoor public spaces, and both advertising (restricted only to the inside of the sales stores and with limits on media appearances) and packaging must indicate health warnings (graphics on the packaging), and there are differentiated excise taxes from smoking tobacco, although this differentiation does not follow a product risk profile criterion. The excise taxes applied to Vape Products and Nicotine Pouches are disproportionately high, despite the fact that these products have a reduced risk profile compared to smoking tobacco. In the case of Vape Products, they are limited to nicotine levels of 10 mg/ml, which is significantly lower than the 20 mg/ml average observed in countries that have regulated these products. The market share of Snus and Nicotine pouches is negligible, probably due to the tax policy that penalizes these products. The high daily smoking rate makes the country a relevant focus for harm reduction.

Region	Asia-Oceania
Number of Countries in the Region	3
Population	51.780.579
Smoking Death Rate (2019, Range of 14 to 152 per 100,000 inhab.)	59,39
Smoking Daily Prevalence (2012, Range of 4% to 35.5%)	24,00%
Index	
Value (Range of 14 to 83,5)	63,75
Global Performance (Ranking 1 to 49)	37
Regional Performance (Ranking 1 to 3)	2
Sub Index by Product	
Sub Index of Vape Products	
Value (Range of 0 to 90)	70
Global Performance (Ranking 1 to 49)	23
Regional Performance (Ranking 1 to 3)	2
Sub Index of Heated Tobacco Products	
Value (Range of 0 to 80)	50
Global Performance (Ranking 1 to 49)	42
Regional Performance (Ranking 1 to 3)	2
Sub Index of Nicotine Pouches	
Value (Range of 0 to 85)	50
Global Performance (Ranking 1 to 49)	36
Regional Performance (Ranking 1 to 3)	1
Sub Index of Snus	
Value (Range of 0 to 80)	45
Global Performance (Ranking 1 to 49)	20
Regional Performance (Ranking 1 to 3)	1
Product Availability	
Availability of Vape Products	Permitted
Availability of Heated Tobacco Products	Permitted
Availability of Nicotine Pouches	Permitted
Availability of Snus	Permitted
Categories	
Vaping Products	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is permitted

Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Heated Tobacco Products	
Regulatory Framework	There is no specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is permitted
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Nicotine Pouches	
Regulatory Framework	There is no specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is permitted
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Snus	

Regulatory Framework	There is no specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is banned
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product

Spain



Spain maintains a good performance at the global and regional level, combining not so restricted access to products (except Snus) with a generalized discouragement by the health authorities. Snus is banned due to European Union regulations, as well as being discouraged by its health authority. Nicotine pouches are considered a general product with no clear positioning with respect to government recommendations. Vape Products have a nicotine limit of 20 mg/ml (by European Union regulation), there are limitations to their sale in certain public places, health and vending machines, they can only be advertised within stores or private events, they must include textual warnings on their packaging and are discouraged by health recommendations (with plans to equate them to smoking tobacco and with statements not supported by scientific evidence, which limit their potential as tools for smokers to quit cigarettes). Heating Tobacco Products can only be advertised inside stores, packaging must contain textual warnings, they cannot be displayed in a way that is visible from outside the stores, consumables can only be sold in specialized physical stores or vending machines, they cannot be used in indoor public spaces, consumables have the same tax treatment as smoking tobacco and public policy discourages them (with regulatory developments on the way to equating them to smoking tobacco). Vape Products, Heated Tobacco Products and Nicotine Pouches must have differentiated textual warnings on their packaging.

Region	Europe
Number of Countries in the Region	25
Population	47.351.567
Smoking Death Rate (2019, Range of 14 to 152 per 100,000 inhab.)	67.56
Smoking Daily Prevalence (2012, Range of 4% to 35.5%)	24.70%
Index	
Value (Range of 14 to 83.5)	77.75
Global Performance (Ranking 1 to 49)	7
Regional Performance (Ranking 1 to 25)	6
Sub Index by Product	
Sub Index of Vape Products	
Value (Range of 0 to 90)	85
Global Performance (Ranking 1 to 49)	3
Regional Performance (Ranking 1 to 24)	2
Sub Index of Heated Tobacco Products	
Value (Range of 0 to 80)	70
Global Performance (Ranking 1 to 49)	20
Regional Performance (Ranking 1 to 22)	16
Sub Index of Nicotine Pouches	
Value (Range of 0 to 85)	65
Global Performance (Ranking 1 to 49)	10
Regional Performance (Ranking 1 to 24)	7
Sub Index of Snus	
Value (Range of 0 to 80)	20
Global Performance (Ranking 1 to 49)	24
Regional Performance (Ranking 1 to 4)	4
Product Availability	
Availability of Vape Products	Permitted
Availability of Heated Tobacco Products	Permitted
Availability of Nicotine Pouches	Permitted
Availability of Snus	Banned
Categories	
Vaping Products	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted

Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	No excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Heated Tobacco Products	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted
Display	General retail display is permitted
Retail Availability	Physical sales are only allowed in specialized stores or Banned
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Nicotine Pouches	
Regulatory Framework	There is no specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	No excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product

Snus	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Marketing is banned. Prescription is required or the Product is only marketed in pharmacies
Flavors	Only tobacco flavors are allowed or No flavors are allowed
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is banned
Display	General retail display is banned
Retail Availability	Physical sales are only allowed in specialized stores or Banned
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product

Sweden



Sweden maintains a relatively advanced global and regional position with very few restrictions on products, although it does not recognize the harm reduction role of the products analyzed by the authorities. With all products permitted, Sweden is the only country in the European Union to allow Snus, which is banned from advertising, must be displayed indoors, requires textual warnings on its packaging, has differentiated excise taxes from those of smoking tobacco (with a scheme that favors Snus). The transition of Swedish smokers to Snus, over time, has had a positive effect on public health. Nicotine pouches do not have a clear regulatory framework, have differentiated excise taxes from those of smoking tobacco (with a scheme that favors Snus) and their consumption is discouraged by health authorities (although recently the government has tried to elaborate legal modifications to favor these products). In Sweden the Nicotine pouch industry maintains voluntary agreements regarding the placement of health warnings, product placement in stores and non-use of radio and television advertising. In relation to Vape Products, these cannot be used in indoor public spaces, the nicotine level is limited to 20 mg/ml (by European Union regulation), advertising is banned (except for posters on the street, inside stores, fliers and retailers' websites), packaging must include health warnings, the health authority discourages their use (with advances in ban on flavors and other restrictions) and they have differentiated excise taxes. With respect to heated tobacco products, their use in indoor public spaces is banned, as is their advertising (except inside the stores or at private events), the packaging must contain textual warnings (30% of the packaging), they have differentiated excise taxes on the consumable and the health recommendations discourage their use (with further progress in the same direction). Vape Products, Snus, Heated Tobacco Products and Nicotine Pouches should have differentiated textual warnings on their packaging.

Region	Europe
Number of Countries in the Region	25
Population	10.353.442
Smoking Death Rate (2019, Range of 14 to 152 per 100.000 inhab.)	59,6
Smoking Daily Prevalence (2012, Range of 4% to 35,5%)	13,60%
Index	
Value (Range of 14 to 83,5)	76,5
Global Performance (Ranking 1 to 49)	10
Regional Performance (Ranking 1 to 25)	7
Sub Index by Product	
Sub Index of Vape Products	
Value (Range of 0 to 90)	75
Global Performance (Ranking 1 to 49)	14
Regional Performance (Ranking 1 to 24)	11
Sub Index of Heated Tobacco Products	
Value (Range of 0 to 80)	80
Global Performance (Ranking 1 to 49)	1
Regional Performance (Ranking 1 to 22)	1
Sub Index of Nicotine Pouches	
Value (Range of 0 to 85)	80
Global Performance (Ranking 1 to 49)	3
Regional Performance (Ranking 1 to 24)	2
Sub Index of Snus	
Value (Range of 0 to 80)	80
Global Performance (Ranking 1 to 49)	1
Regional Performance (Ranking 1 to 4)	1
Product Availability	
Availability of Vape Products	Permitted
Availability of Heated Tobacco Products	Permitted
Availability of Nicotine Pouches	Permitted
Availability of Snus	Permitted
Categories	
Vaping Products	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted

Display	General retail display is permitted
Retail Availability	Physical sales are only allowed in specialized stores or Banned
Online Sales	Online sale is permitted
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Heated Tobacco Products	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Nicotine Pouches	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product

Snus	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	No excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product

Switzerland



Switzerland scores best globally and regionally for good access to all products in general, but fails to stand out in terms of health policy. Vape products contain a nicotine limit of 20 mg/ml, advertising cannot claim health benefits, packaging must possess a health warning and health recommendations do not directly address it (although the government maintains a favorable stance. Despite there being an attempt to restrict advertising, legislative proposals are moving towards permissive regulation, and in 2018 the Federal Court removed the ban as long as the products comply with European Common Market regulations). Nicotine pouches are not regulated, but must have health warnings, are reached by the same excise tax on smoking tobacco and health recommendations discourage their use. Snus must contain health warnings, is discouraged by health policy and is covered by the same excise tax on smoking tobacco (although other restrictions on advertising, display and stores vary among sub-national governments). As regards heated tobacco products, they cannot be advertised on radio or television (or name tobacco, or make claims about health benefits, in addition to other limitations depending on subnational governments), must contain textual warnings on the packaging (on 35% of the back), are covered by the same excise tax on smoking tobacco in the consumable, and health recommendations discourage their use. In 2021 the parliament rejected a proposal to restrict all advertising of heated tobacco products, vaping products and other tobacco products that could reach minors. There is legislation under consideration regarding further restrictions on advertising about the possible risks and effects of heated tobacco products. Vape Products, Snus, Heated Tobacco Products and Nicotine Pouches must have differentiated textual warnings on their packaging.

Region	Europe
Number of Countries in the Region	25
Population	8,636,896
Smoking Death Rate (2019, Range of 14 to 152 per 100,000 inhab.)	54,92
Smoking Daily Prevalence (2012, Range of 4% to 35.5%)	19,80%
Index	
Value (Range of 14 to 83,5)	83,5
Global Performance (Ranking 1 to 49)	1
Regional Performance (Ranking 1 to 25)	1
Sub Index by Product	
Sub Index of Vape Products	
Value (Range of 0 to 90)	85
Global Performance (Ranking 1 to 49)	3
Regional Performance (Ranking 1 to 24)	2
Sub Index of Heated Tobacco Products	
Value (Range of 0 to 80)	80
Global Performance (Ranking 1 to 49)	1
Regional Performance (Ranking 1 to 22)	1
Sub Index of Nicotine Pouches	
Value (Range of 0 to 85)	80
Global Performance (Ranking 1 to 49)	3
Regional Performance (Ranking 1 to 24)	2
Sub Index of Snus	
Value (Range of 0 to 80)	80
Global Performance (Ranking 1 to 49)	1
Regional Performance (Ranking 1 to 4)	1
Product Availability	
Availability of Vape Products	Permitted
Availability of Heated Tobacco Products	Permitted
Availability of Nicotine Pouches	Permitted
Availability of Snus	Permitted
Categories	
Vaping Products	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted

Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	No excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Heated Tobacco Products	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Nicotine Pouches	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product

Snus	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	No excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product

Ukraine



Ukraine maintains an intermediate performance at the global level and is relatively backward at the regional level. It has restrictions on use and marketing along with a health authority approach that does not address harm reduction. Snus will be banned from 2023 and is not directly addressed by the health authority. Vape Products and Tobacco Products cannot be used in indoor public spaces, their advertising will be banned and they must include graphic warnings on the packaging of the consumables as of 2022, they can only be sold in licensed stores, health recommendations discourage their use and they have a differentiated excise taxes on the consumable. In the specific case of Vape Products, flavors will also be banned. Vape Products, Snus, Heated Tobacco Products and Nicotine Pouches must have differentiated textual warnings on their packaging.

Region	Europe
Number of Countries in the Region	25
Population	67.215.293
Smoking Death Rate (2019, Range of 14 to 152 per 100,000 inhab.)	152,17
Smoking Daily Prevalence (2012, Range of 4% to 35.5%)	26,50%
Index	
Value (Range of 14 to 83,5)	68,5
Global Performance (Ranking 1 to 49)	25
Regional Performance (Ranking 1 to 25)	17
Sub Index by Product	
Sub Index of Vape Products	
Value (Range of 0 to 90)	70
Global Performance (Ranking 1 to 49)	23
Regional Performance (Ranking 1 to 24)	16
Sub Index of Heated Tobacco Products	
Value (Range of 0 to 80)	75
Global Performance (Ranking 1 to 49)	8
Regional Performance (Ranking 1 to 22)	8
Sub Index of Nicotine Pouches	
Value (Range of 0 to 85)	65
Global Performance (Ranking 1 to 49)	10
Regional Performance (Ranking 1 to 24)	7
Sub Index of Snus	
Value (Range of 0 to 80)	25
Global Performance (Ranking 1 to 49)	23
Regional Performance (Ranking 1 to 4)	3
Product Availability	
Availability of Vape Products	Permitted
Availability of Heated Tobacco Products	Permitted
Availability of Nicotine Pouches	Permitted
Availability of Snus	Banned
Categories	
Vaping Products	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Only tobacco flavors are allowed or No flavors are allowed
Packaging	No health warnings are required by regulation or Only textual health warnings are required

Advertising	Advertising the product is banned
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Heated Tobacco Products	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is banned
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Nicotine Pouches	
Regulatory Framework	There is no specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	No excise taxes are applied on the product

Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Snus	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Marketing is banned. Prescription is required or the Product is only marketed in pharmacies
Flavors	Only tobacco flavors are allowed or No flavors are allowed
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is banned
Display	General retail display is banned
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product

| United Kingdom (England)



The United Kingdom (taking England as a reference) maintains a very good global score and the best at regional level, standing out for having very good policies on vaping, with authorities that recommend its use, but it does not achieve the first place due to its policies on other products. Snus is banned and discouraged by the health authority (a consequence of the period in which the United Kingdom belonged to the European Union). Nicotine pouches require textual warnings in their advertising and packaging, as well as having indirect recognition by the health authority, although the UK could extend its approach to Vape Products to ensure a regulatory framework for these products commensurate with their risk profile and to enable them to contribute to smoking cessation. Vape products have a limit of 20 mg/ml of nicotine, their advertising is severely restricted in traditional media and internet and must contain textual warnings as well as their packaging, however, health recommendations widely encourage their use as a smoking cessation mechanism (making extensive scientific reports) and their cost is subsidized for patients who have a medical prescription. As regards heated tobacco products, these cannot be advertised (except inside the stores), cannot be exhibited outside the stores, must include textual warnings on their packaging, can only be sold in authorized physical stores, cannot be used in indoor public spaces, have differentiated excise taxes in the consumable and the health policy maintains an ambiguous position in this regard. Vape Products, Heated Tobacco Products and Nicotine Pouches must have differentiated textual warnings on their packaging.

Region	Europe
Number of Countries in the Region	25
Population	44.134.693
Smoking Death Rate (2019, Range of 14 to 152 per 100,000 inhab.)	90,23
Smoking Daily Prevalence (2012, Range of 4% to 35.5%)	20,10%
Index	
Value (Range of 14 to 83,5)	83,25
Global Performance (Ranking 1 to 49)	2
Regional Performance (Ranking 1 to 25)	2
Sub Index by Product	
Sub Index of Vape Products	
Value (Range of 0 to 90)	90
Global Performance (Ranking 1 to 49)	1
Regional Performance (Ranking 1 to 24)	1
Sub Index of Heated Tobacco Products	
Value (Range of 0 to 80)	80
Global Performance (Ranking 1 to 49)	1
Regional Performance (Ranking 1 to 22)	1
Sub Index of Nicotine Pouches	
Value (Range of 0 to 85)	65
Global Performance (Ranking 1 to 49)	10
Regional Performance (Ranking 1 to 24)	7
Sub Index of Snus	
Value (Range of 0 to 80)	20
Global Performance (Ranking 1 to 49)	24
Regional Performance (Ranking 1 to 4)	4
Product Availability	
Availability of Vape Products	Permitted
Availability of Heated Tobacco Products	Permitted
Availability of Nicotine Pouches	Permitted
Availability of Snus	Banned
Categories	
Vaping Products	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted

Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	No excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities actively promote switch of combustible products to the product
Heated Tobacco Products	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Nicotine Pouches	
Regulatory Framework	There is no specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	No excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product

Snus	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Marketing is banned. Prescription is required or the Product is only marketed in pharmacies
Flavors	Only tobacco flavors are allowed or No flavors are allowed
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is banned
Display	General retail display is banned
Retail Availability	Physical sales are only allowed in specialized stores or Banned
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product

| Uruguay



Uruguay maintains a very backward global and regional position due to a health policy that discourages the use of these reduced harm products, and where vaping products are banned, including importation for personal use. Heated Tobacco Products have been recently legalized, with their use in indoor public spaces banned, they can only be marketed in some physical stores, cannot be advertised or displayed and require generic packaging (which occupies 80% of the packaging) and health recommendations passively recognize their role. Snus cannot be used in indoor or outdoor public spaces, cannot be advertised or displayed, requires neutral packaging, has restrictions on stores, is discouraged by government authorities and is subject to the same excise tax as smoking tobacco. Nicotine pouches must have textual warnings in advertising differentiated from smoking tobacco and in packaging, cannot be displayed, are not considered by the health authority (although it is open to the government's discretionary interpretation whether or not the particular product can be taken as a medicinal product restricted to marketing in pharmacies under prescription).

Region	Americas
Number of Countries in the Region	15
Population	3,473,727
Smoking Death Rate (2019, Range of 14 to 152 per 100,000 inhab.)	91,58
Smoking Daily Prevalence (2012, Range of 4% to 35.5%)	22,20%
Index	
Value (Range of 14 to 83.5)	18,25
Global Performance (Ranking 1 to 49)	48
Regional Performance (Ranking 1 to 15)	15
Sub Index by Product	
Sub Index of Vape Products	
Value (Range of 0 to 90)	0
Global Performance (Ranking 1 to 49)	49
Regional Performance (Ranking 1 to 15)	15
Sub Index of Heated Tobacco Products	
Value (Range of 0 to 80)	65
Global Performance (Ranking 1 to 49)	32
Regional Performance (Ranking 1 to 12)	7
Sub Index of Nicotine Pouches	
Value (Range of 0 to 85)	55
Global Performance (Ranking 1 to 49)	32
Regional Performance (Ranking 1 to 15)	8
Sub Index of Snus	
Value (Range of 0 to 80)	50
Global Performance (Ranking 1 to 49)	16
Regional Performance (Ranking 1 to 15)	9
Product Availability	
Availability of Vape Products	Banned
Availability of Heated Tobacco Products	Permitted
Availability of Nicotine Pouches	Permitted
Availability of Snus	Permitted
Categories	
Vaping Products	
Regulatory Framework	There is no specific regulatory framework for the product
Banning	Marketing is banned. Prescription is required or the Product is only marketed in pharmacies
Flavors	Only tobacco flavors are allowed or No flavors are allowed
Packaging	Graphic health warnings are required or Generic packaging applies

Advertising	Advertising the product is banned
Display	General retail display is banned
Retail Availability	Physical sales are only allowed in specialized stores or Banned
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Heated Tobacco Products	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is banned
Display	General retail display is banned
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Nicotine Pouches	
Regulatory Framework	There is no specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is permitted
Display	General retail display is banned
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	No excise taxes are applied on the product

Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Snus	
Regulatory Framework	There is no specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is permitted
Display	General retail display is banned
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	No excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product

Uzbekistan



Uzbekistan maintains an intermediate score globally and regionally for very few restrictions on all products, but counterbalanced by a health policy that discourages them. Vape products are banned in indoor public spaces, consumables are subject to differentiated excise taxes, advertising is banned and health recommendations discourage their use (including restrictions on their advertising or display in artistic and media productions). Nicotine pouches can only be marketed in fixed physical stores, the health authority discourages them (there is a legislative advance for their total ban) and they have differentiated excise taxes. While processing the initiative proposing a ban on Nicotine pouches, a ban on Vape Products has also been proposed (but rejected), suggesting that Uzbekistan would benefit from quality and safety standards to ensure the sustainability of non-combusted nicotine products. The sale of Snus requires fixed physical stores, the product cannot be advertised, requires graphic warnings, health recommendations discourage it and has differentiated excise taxes. Heated Tobacco Products cannot be advertised, must contain textual health warnings (on 40% of their front), can only be marketed in fixed physical stores, are discouraged by the health authority (there is a legislative advance for their treatment as tobacco products equal to combustion products) and have differentiated excise taxes on consumables. Snus, heated tobacco products and Nicotine pouches must have differentiated textual warnings on their packaging.

Region	Asia-Africa
Number of Countries in the Region	6
Population	34.232.050
Smoking Death Rate (2019, Range of 14 to 152 per 100,000 inhab.)	109.83
Smoking Daily Prevalence (2012, Range of 4% to 35.5%)	11.20%
Index	
Value (Range of 14 to 83.5)	70
Global Performance (Ranking 1 to 49)	21
Regional Performance (Ranking 1 to 6)	3
Sub Index by Product	
Sub Index of Vape Products	
Value (Range of 0 to 90)	70
Global Performance (Ranking 1 to 49)	23
Regional Performance (Ranking 1 to 6)	3
Sub Index of Heated Tobacco Products	
Value (Range of 0 to 80)	70
Global Performance (Ranking 1 to 49)	20
Regional Performance (Ranking 1 to 6)	3
Sub Index of Nicotine Pouches	
Value (Range of 0 to 85)	70
Global Performance (Ranking 1 to 49)	6
Regional Performance (Ranking 1 to 6)	1
Sub Index of Snus	
Value (Range of 0 to 80)	70
Global Performance (Ranking 1 to 49)	6
Regional Performance (Ranking 1 to 6)	3
Product Availability	
Availability of Vape Products	Permitted
Availability of Heated Tobacco Products	Permitted
Availability of Nicotine Pouches	Permitted
Availability of Snus	Permitted
Categories	
Vaping Products	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is banned

Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Heated Tobacco Products	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is banned
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Nicotine Pouches	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is banned
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product

Snus	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is banned
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product

Venezuela



Venezuela lags behind globally and regionally because it does not have specific regulatory frameworks and does not have a harm reduction policy. Nicotine pouches are not regulated or addressed by health policy. Snus is not considered by health policy and is de-facto banned because there are no legal mechanisms to obtain marketing permits, but as a product containing tobacco, its advertising would be banned and it would be covered by the same tax as smoking tobacco. Heating Tobacco Products cannot be advertised, are not addressed by health policy and have differentiated excise taxes on the consumable. Vape products cannot be used in indoor public spaces or advertised and health policy discourages their use (with progress in the direction of requiring textual warnings on the packaging). Vape Products, Snus, Heated Tobacco Products and Nicotine Pouches could have differentiated textual warnings on their packaging.

Region	Americas
Number of Countries in the Region	15
Population	28.435.943
Smoking Death Rate (2019, Range of 14 to 152 per 100.000 inhab.)	58,88
Smoking Daily Prevalence (2012, Range of 4% to 35.5%)	16,60%
Index	
Value (Range of 14 to 83.5)	57,25
Global Performance (Ranking 1 to 49)	41
Regional Performance (Ranking 1 to 15)	8
Sub Index by Product	
Sub Index of Vape Products	
Value (Range of 0 to 90)	60
Global Performance (Ranking 1 to 49)	41
Regional Performance (Ranking 1 to 15)	8
Sub Index of Heated Tobacco Products	
Value (Range of 0 to 80)	55
Global Performance (Ranking 1 to 49)	41
Regional Performance (Ranking 1 to 12)	10
Sub Index of Nicotine Pouches	
Value (Range of 0 to 85)	65
Global Performance (Ranking 1 to 49)	10
Regional Performance (Ranking 1 to 15)	2
Sub Index of Snus	
Value (Range of 0 to 80)	20
Global Performance (Ranking 1 to 49)	24
Regional Performance (Ranking 1 to 15)	15
Product Availability	
Availability of Vape Products	Permitted
Availability of Heated Tobacco Products	Permitted
Availability of Nicotine Pouches	Permitted
Availability of Snus	Banned
Categories	
Vaping Products	
Regulatory Framework	There is no specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is banned

Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	No excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Heated Tobacco Products	
Regulatory Framework	There is no specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is banned
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product
Nicotine Pouches	
Regulatory Framework	There is no specific regulatory framework for the product
Banning	Product can be marketed (non-pharmaceutical)
Flavors	Flavors other than tobacco are permitted
Packaging	No health warnings are required by regulation or Only textual health warnings are required
Advertising	Advertising the product is permitted
Display	General retail display is permitted
Retail Availability	Physical sales are permitted in stores (whether or not a license is required)
Online Sales	Online sale is permitted
Taxation	No excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product

Snus	
Regulatory Framework	There is a specific regulatory framework for the product
Banning	Marketing is banned. Prescription is required or the Product is only marketed in pharmacies
Flavors	Only tobacco flavors are allowed or No flavors are allowed
Packaging	Graphic health warnings are required or Generic packaging applies
Advertising	Advertising the product is banned
Display	General retail display is banned
Retail Availability	Physical sales are only allowed in specialized stores or Banned
Online Sales	Online sale is banned
Taxation	Excise taxes are applied on the product
Promoting Tobacco Harm Reduction	Authorities do not actively promote switch of combustible products to the product

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