

# Old and new challenges from the Tobacco Industry

7th ICO-WHO  
**SYMPOSIUM**  
ON TOBACCO CONTROL

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# CIGARETTE THE RETURN WARS



# DECLARATION OF INTERESTS

- I have never received payments from any commercial company
- Nor do I have investments in these industries.



**NO  
CONFLICT  
OF  
INTERESTS**

# THE OLD, THE NEW, AND THE BORROWED BLUE

## OLD, SHORT TERM MOVES



Manoeuvring to hijack the political and legislative process

Exaggerating the economic importance of the industry

Fabricating support through front groups



Intimidating governments with litigation or the threat of it

Discrediting proven science

Manipulating public opinion to gain the appearance of respectability

## NEW, LONG TERM MOVES



- Normalize corporations as essential policy partners
- Marginalize the public health community
- Shift the responsibility for health from government action to individual behavior.

# OUR NEW YEAR'S RESOLUTION WE'RE TRYING TO GIVE UP CIGARETTES

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Philip Morris is known for cigarettes. Every year, many smokers give them up. **Now it's our turn.**

Our ambition is to stop selling cigarettes in the UK. It won't be easy.

But we are determined to turn our vision into reality. There are 7.6 million adults in the UK who smoke. **The best action they can take is to quit smoking.** Many will succeed.

But many will continue to smoke. That's why we want to replace cigarettes with products, such as e-cigarettes and heated tobacco, which are a better choice for the millions of men and women in the UK who would otherwise not stop smoking.

CROCODILE  
TEARS

Quitting smoking – or never starting – is always best. For those who would not otherwise stop, there are better alternatives than continuing to smoke. You can find out more about quitting and about alternatives to smoking at [www.smokefreefuture.co.uk](http://www.smokefreefuture.co.uk)



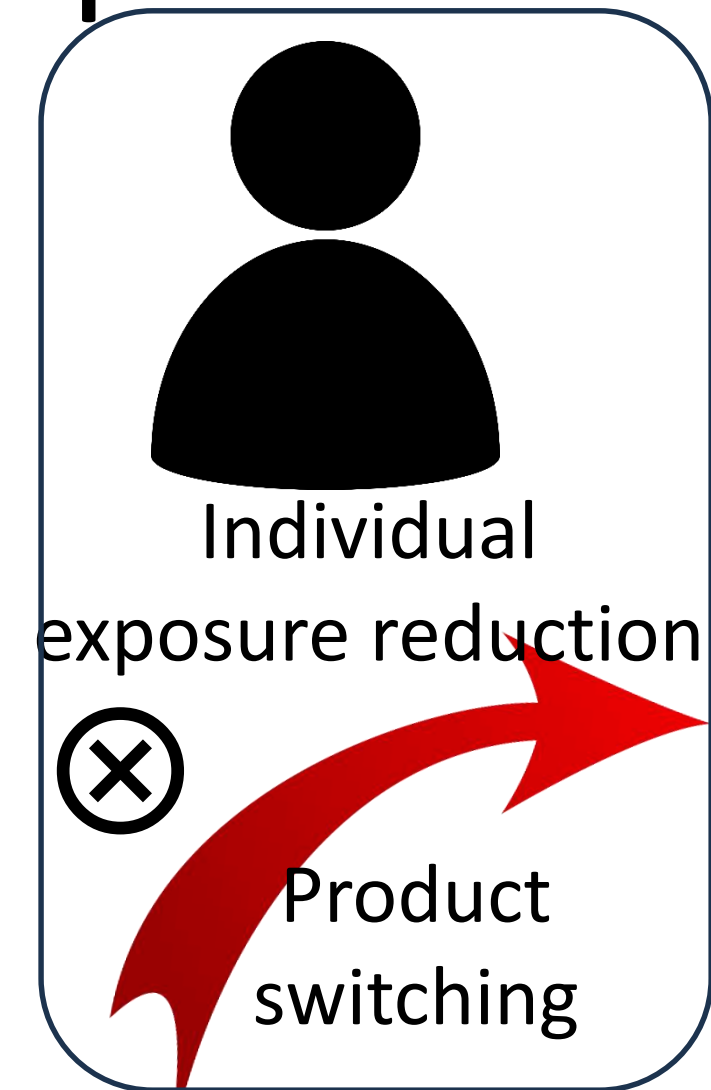
PHILIP MORRIS INTERNATIONAL

# THE BORROWED BLUE

- **Promote harm reduction programs with reduced-risk products**
- **Transform the tobacco sector towards less harmful products.**
- **Promote compliance with current anti-smoking regulations and expand smoke-free spaces to protect minors.**
- **Is the TI promoting harm reduction?**
- **Is the TI producing reduced-risk products?**
- **Is the tobacco industry transforming?**
- **Is the TI promoting compliance with regulations?**

# BORROWED HARM REDUCTION CONCEPT

- **It benefits everyone in the population**
- **Applies to chronic and ingrained behaviors that are not modifiable in the short term by usual means.**
- **People have the right to choose behaviors that harm their health if:**
  - **They are informed,**
  - **They are free from commercial pressure, and**
  - **They do not harm others.**
- **Do not stigmatize people with risk behaviors, but do not make them invisible either.**



# Is the TI producing reduced-risk products?

- The FDA denied risk modification status for IQOS, clearly stating that Phillip Morris “has not demonstrated that [IQOS] will significantly reduce harm and the risk of tobacco-related disease.”
- Instead, the FDA granted its exposure modification status

 **U.S. FOOD & DRUG**  
ADMINISTRATION

FDA NEWS RELEASE

## FDA Authorizes Marketing of IQOS Tobacco Heating System with ‘Reduced Exposure’ Information

*Agency Will Closely Monitor Real-World Data to Assess if Marketing Continues to be Appropriate*



[ABOUT PMI](#) [SMOKE-FREE APPROACH](#) [RESEARCH](#) [OUR PRODUCTS](#) [NEWS & EVENTS](#)

U.S. FDA authorized marketing of IQOS Tobacco Heating System through the Modified Risk Tobacco Product (MRTP) pathway

*The Agency determined that issuing exposure modification orders for the IQOS Tobacco Heating System is "appropriate to promote the public health" and is "expected to benefit the health of the population as a whole."*

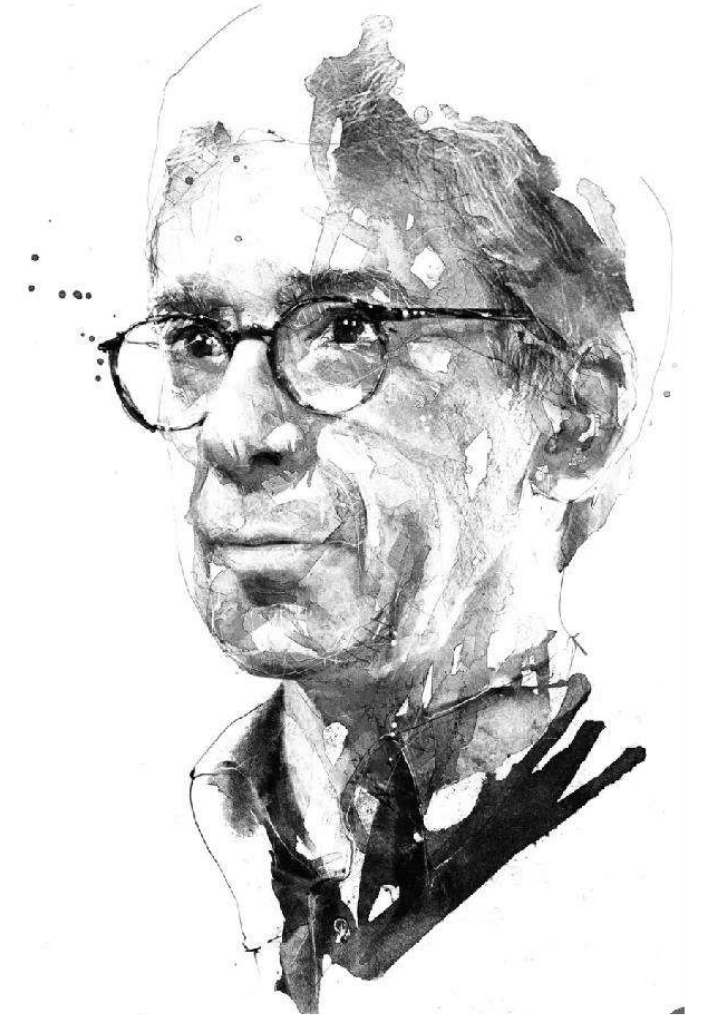
# Is the tobacco industry transforming?

JANUARY 21, 2019 12:00 AM CET

BY ANDRÉ CALANTZOPOULOS, CHIEF EXECUTIVE OFFICER, PHILIP MORRIS INTERNATIONAL

Dear global leadership community,

As the CEO of Philip Morris International (PMI), I'm often asked why we do not stop selling cigarettes. Perhaps this is the wrong question. The right question might be: "When will people stop buying cigarettes?"

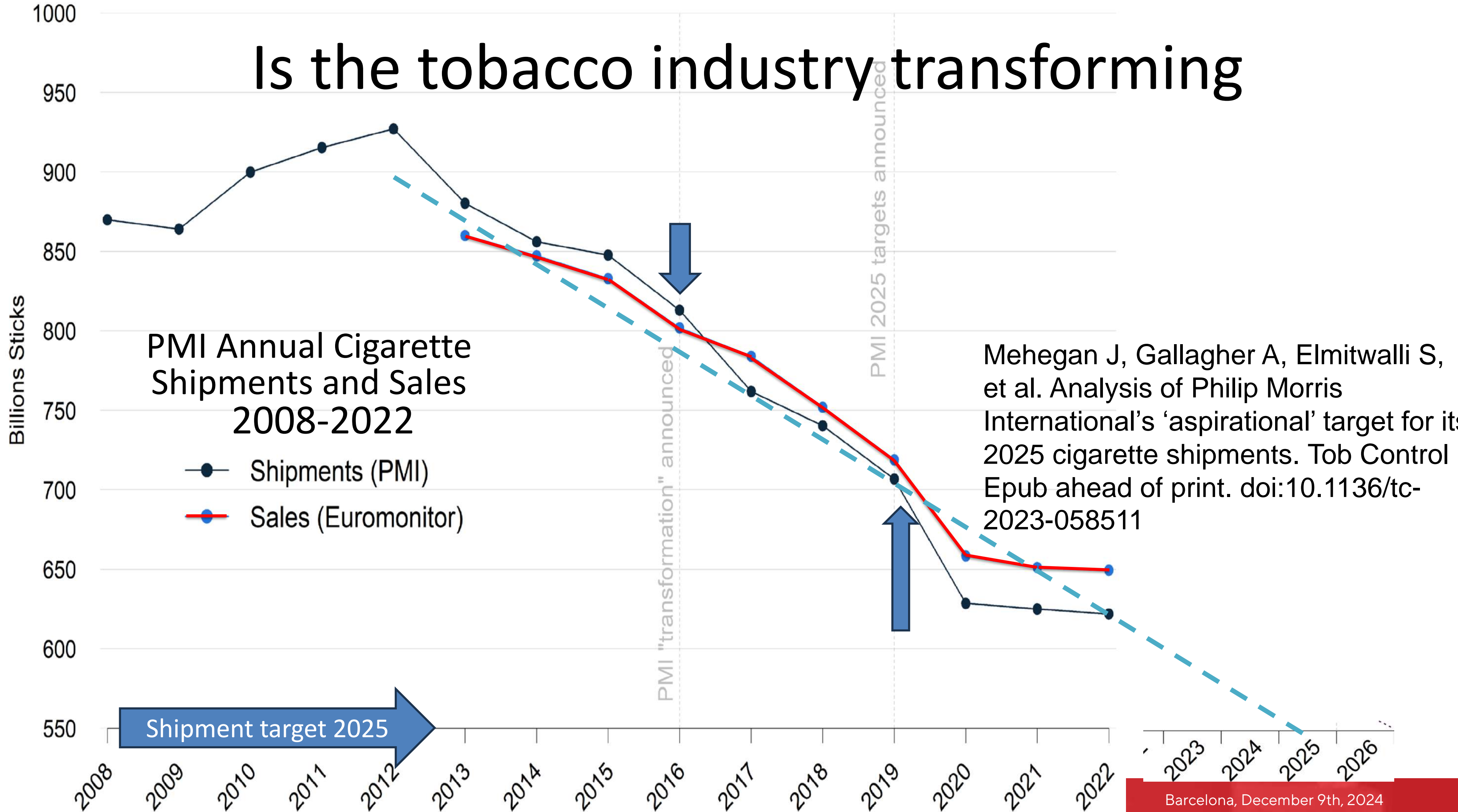


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## Open letter from Philip Morris International CEO



# Is the tobacco industry transforming



PMI Annual Cigarette Shipments and Sales 2008-2022

● Shipments (PMI)  
● Sales (Euromonitor)

Mehegan J, Gallagher A, Elmitwalli S, et al. Analysis of Philip Morris International's 'aspirational' target for its 2025 cigarette shipments. Tob Control Epub ahead of print. doi:10.1136/tc-2023-058511

Shipment target 2025

# THE BORROWED BLUE

- **Is the TI promoting harm reduction?** **A MUTILATED VERSION IS BORROWED**
- **Is the TI producing reduced-risk products?** **REDUCED EXPOSURE, PERHAPS**
- **Is the tobacco industry transforming?** **REDUCED RISK, NO**
- **Is the TI promoting compliance with regulations?** **NOT REALLY**
- **Is the TI promoting compliance with regulations?** **CERTAINLY NOT**

# Why doesn't PMI just stop selling cigarettes?

- **Duty to investors**
- **Consumers who smoke would switch to competitor brands**
- **Lose access to the people they aim to help**

## **Prioritizing Profits over Public Health**

**Prioritizing Profits over Public Health  
I won't succeed unless other companies give up cigarettes. Not in my control**

**Smokers are incapable of making informed choices without PMI.**

**PMI has proprietary right to "help" smokers**

**Continued sale of cigarettes is a necessary evil**

# Blaming others for continued cigarette sales

- **Smokers, because they want to continue smoking**
  - **Other tobacco companies, because they want to still “our” smokers**
  - **public health, because they do not want to help us**

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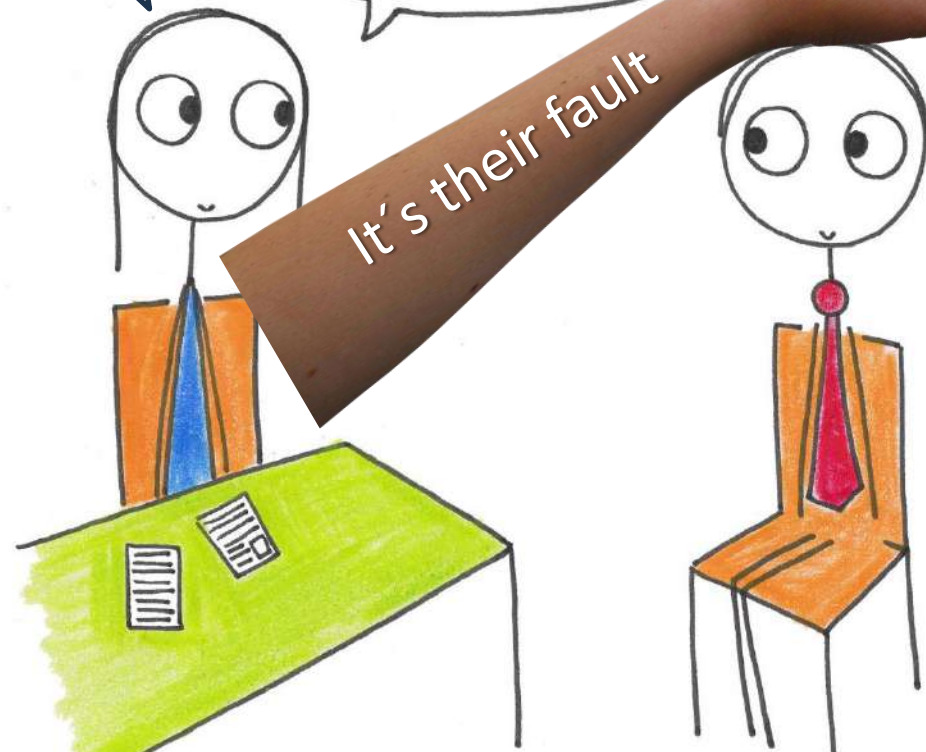
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It is not my fault

We're looking for someone who is responsible.

It's their fault



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**Open letter from Philip Morris International CEO**

# The true aim of the TI is not Public Health



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- Marginalize the public health community
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**SYMPOSIUM**  
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Thank You!

