



# Heated Tobacco Opportunity or Distraction?

FDA Workshop on E-Vapour Products

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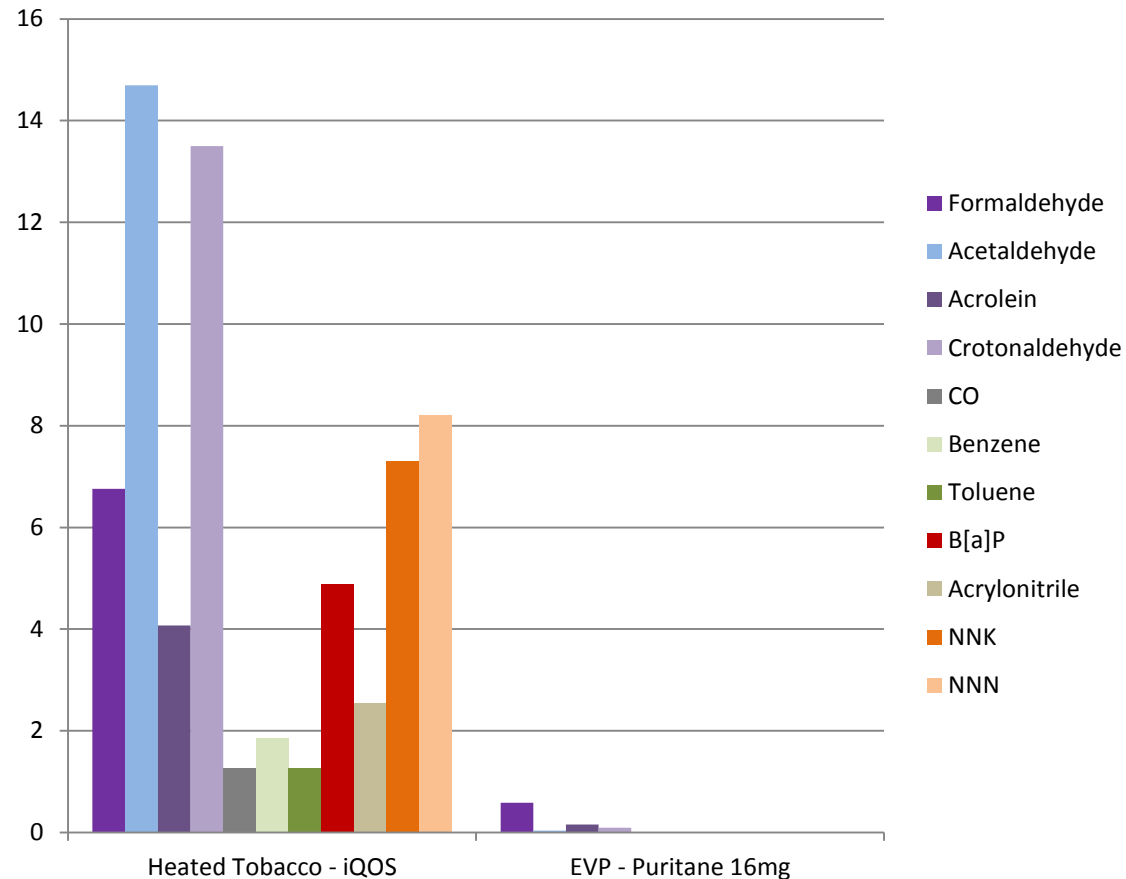
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# Emissions from Heated Tobacco and E-Vapour

- EVP and Heated Tobacco both produce much lower emissions relative to cigarettes
- Products of combustion found in output from Heated Tobacco
- EVP emissions substantially different to and less than cigarette or Heated Tobacco
- E-Vapour is not smoke

HPHCs: Percentage relative to Cigarette smoke\*



\* 55ml puff every 30 seconds. 10 puffs each from EVP and Heated Tobacco.

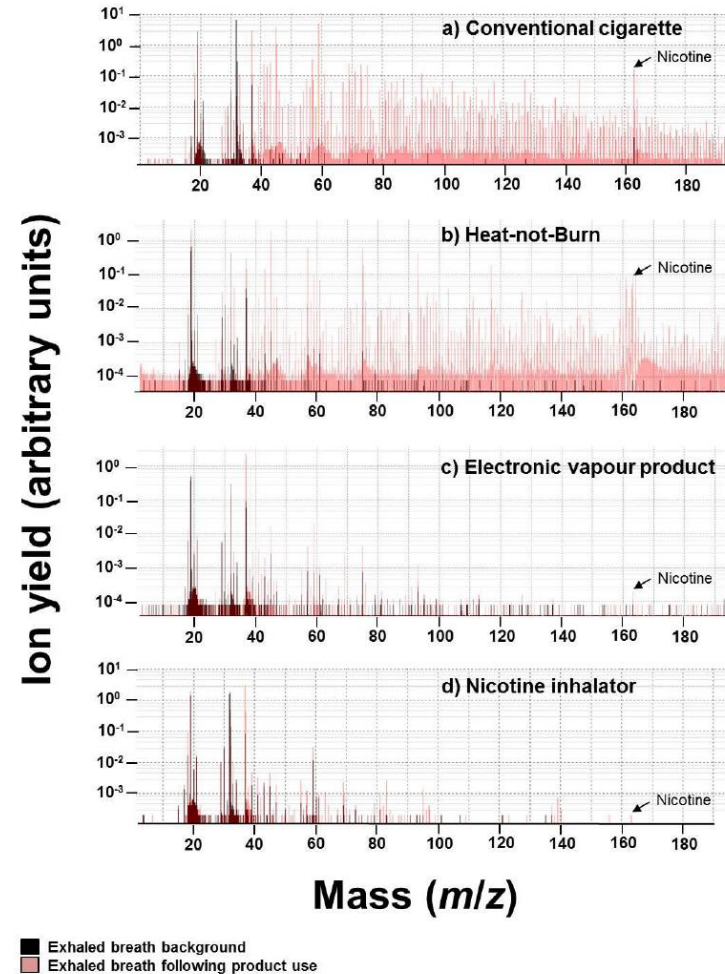
Each HPHC presented as a percentage relative to quantity measured in cigarette smoke emissions (Marlboro Gold – Germany)

# Impact on Indoor Air-Quality

Exhaled Air – PTR-MS study



- Substantially less chemicals from E-vapour
- E-vapour profile similar to Nicorette Inhalator®
- Exhalate from Heated Tobacco qualitatively similar to cigarette smoke



# Summary



- Claims for Heated Tobacco need to be critically evaluated
- Heated tobacco offers potential for reduced exposure – but does not eliminate exposure to smoke
- E-vapour has greatest potential for harm reduction