

## CALL FOR ACTION

Sign our initiative to gain the widespread support of the vaping community. Our community is growing rapidly, and now, we are looking for European Candidates to vote for that support vaping. Help us find you by signing our pledge, and committing your name.

### INTRODUCTION

Vaping products today stand as one of the [most promising alternatives to tobacco](#). Many studies show that not only are vaping products [more effective in helping smokers quit](#) than other techniques, they are also increasing the number of smokers who try and quit. In addition, scientific evidences so far show that vaping products have [significantly reduced levels of key toxicants](#) compared to traditional tobacco products, with average levels of exposure falling well below the thresholds for concern.

Nevertheless, vaping products have been subjected to an unfair regulation by the European institutions that consider them as traditional tobacco products despite they do not contain any tobacco and only in some cases contain nicotine.

**Current legislation** on vaping is negatively affecting:

1. **Consumers.** According to scientific studies and empirical researches, vaping products have been found to be far less harmful than traditional tobacco cigarettes. **Consumers should be free to choose alternatives to traditional tobacco products** without any regulatory barrier or unfair taxation;
2. **Innovation.** A fragmented and disadvantageous regulation on vaping products penalizes the innovation processes and discourage investments. Private companies are investing enormous resources in reduced-risk products with remarkable achievements. European institutions should acknowledge this effort and support the innovation process to protect consumers' health.



## THE PLEDGE

I, \_\_\_\_\_, pledge to:

- Promote the access of European citizens to better alternatives to cigarettes, such as vaping, free from unnecessary regulation and unfair taxation;
- Change the current legislation with a new regulation that is scientific and evidence-based, and that distinguishes vaping products from tobacco & pharmaceutical products.

Signature: \_\_\_\_\_

Sign our pledge or confirm your support by emailing us at [info@forfreechoice.org](mailto:info@forfreechoice.org)

## WHY

By discouraging smokers from ways to quit, and placing regulations on vaping, the EU is decreasing the number of smokers who may successfully quit tobacco products. This problem doesn't just affect the smokers and 'vapers' but also the general public through the effects of second-hand smoke - another area where vaping drastically reduces risk as [proved by various scientific researches](#).

(<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4565991/> and <https://www.rcplondon.ac.uk/projects/outputs/nicotine-without-smoke-tobacco-harm-reduction-0>)

Moreover, it does not meet the public health systems objectives to reduce the consumption of tobacco based products.

Keeping tobacco and vaping under the same regulation is nonsensical and illogical and diminishes consumers' freedom of choice. European citizens need a new regulation supported by scientific evidence and correct information.



## **About ForFreeChoice Institute**

ForFreeChoice Institute supports the individual responsibility of citizens favoring the free choice before the state whose role should be to inform citizens and create the conditions to make choices in complete awareness.

We are against all forms of intolerance and protectionism.

On the contrary, we believe that the interests of all parties should be protected transparently especially with regard to the making of decisions that affect the individual sphere of the citizen.



## SCIENTIFIC SOURCES

Most relevant and recent scientific studies and researches on vaping and Tobacco Harm Reduction include the followings:

- New England Journal of Medicine 2019  
<https://www.nejm.org/doi/10.1056/NEJMoa1808779>
- Cancer Research UK 2019  
[https://www.cancerresearchuk.org/sites/default/files/e-cigarettes\\_in\\_stop\\_smoking\\_services\\_april\\_2019.pdf](https://www.cancerresearchuk.org/sites/default/files/e-cigarettes_in_stop_smoking_services_april_2019.pdf)
- Public Health England 2018  
<https://www.gov.uk/government/news/phe-publishes-independent-expert-e-cigarettes-evidence-review>
- British Medical Association 2018  
<https://www.bma.org.uk/collective-voice/policy-and-research/public-and-population-health/tobacco/e-cigarettes>
- American Cancer Society 2018  
<https://www.cancer.org/cancer/cancer-causes/tobacco-and-cancer/e-cigarettes.html>
- UK Royal College of Physicians 2016:  
<https://www.rcplondon.ac.uk/news/promote-e-cigarettes-widely-substitute-smoking-says-new-rcp-report>
- Cochrane Review 2016:  
<https://uk.cochrane.org/news/conclusions-about-effects-electronic-cigarettes-remain-same>
- Public Health England 2015:  
<https://www.gov.uk/government/publications/e-cigarettes-an-evidence-update>
- Nicotine & Tobacco Research 2014  
<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4565991/>

