Towards a New Tobacco Products Directive
Why a revision?

- Tobacco largest avoidable health risk: 700,000 deaths/year
- Tobacco Products Directive outdated
- International obligations
What will change?

- Ingredients - prohibition of products with characterising flavours
- Packaging – 75% combined health warnings
Future pack of cigarettes

Smoking causes fatal lung cancer

Get help to quit: 0800-555-5555

Health and Consumers
Other Issues

- Smokeless tobacco – Snus ban maintained except for Sweden
- Cross Border distance sales
- Illicit Trade
Who will benefit?

- Young people to be discouraged from taking up smoking
- Current consumers to receive better information
- Economic stakeholders to benefit from clearer rules
- Governments and society to benefit from improved public health