

EU Rules on Tobacco Products

BEFORE

AFTER

CIGARETTES AND ROLL-YOUR-OWN TOBACCO (RYO)

flavours

30-35% text warning

slim pack and small sizes

BRAND

text warning

text warning

cessation information

picture

BRAND

65% picture and text warning

flavours

slim pack and small sizes

10

RYO TOBACCO

text warning

picture

cessation information

RYO TOBACCO

65% picture and text warning

Member States taking additional measures: PLAIN PACKAGING

ELECTRONIC CIGARETTES (CONTAINING NICOTINE)

?

no information to consumers required

no maximum volume or concentration

2 ml max

max 10ml

max 20 mg/ml

warning and ingredients

information to consumers required

COMBATting ILLICIT TRADE

Traceability

Tracking and tracing system with unique identifier



Security features

Such as:



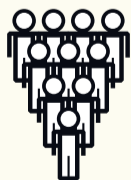
IMPLEMENTATION TIMELINE

- 3 APRIL 2014**: EU Directive adopted
- 20 MAY 2016**: MS transpose Directive into NATIONAL LEGISLATION
- 20 MAY 2017**: Exhaustion of stock DEADLINE
- 20 MAY 2019**: Tracking and tracing for cigarettes and RYO
- 20 MAY 2020**: Ban of menthol cigarettes

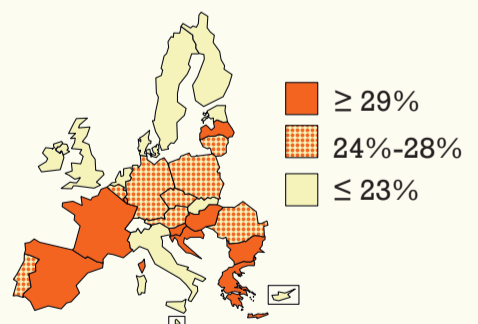
IMPROVE HEALTH, REDUCE COSTS

700 000 premature deaths in EU per year

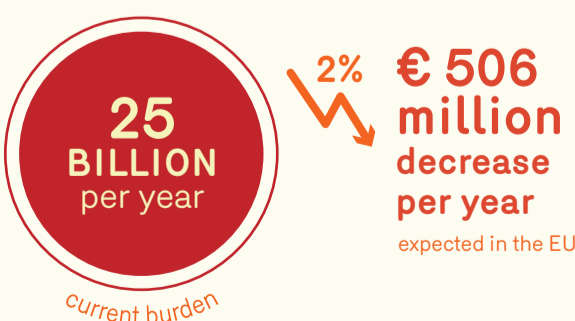
the equivalent of the **whole population** of Seville



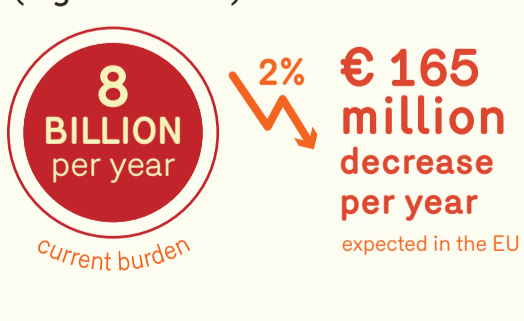
Smokers in the EU (data from 2014)



EU public healthcare costs caused by tobacco consumption



Productivity losses due to tobacco (e.g. sick leave)



2% = 2.4 million fewer smokers in the EU

