EU Rules on Tobacco Products

**BEFORE**

**CIGARETTES AND ROLL-YOUR-OWN TOBACCO (RYO)**

- 30-35% text warning
- No information to consumers required
- No maximum volume or concentration of nicotine

**ELECTRONIC CIGARETTES (CONTAINING NICOTINE)**

- 2 ml max
- No maximum volume or concentration of nicotine
- No information to consumers required

**COMBATING ILLICIT TRADE**

- Traceability: Tracking and tracing system with unique identifier
- Security features: Security threads, latent images, holograms, changing inks

**IMPLEMENTATION TIMELINE**

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

**IMPROVE HEALTH, REDUCE COSTS**

**700 000** premature deaths in EU per year

(59% of the equivalent of the whole population of Seville)

**EU public healthcare costs caused by tobacco consumption**

- **€ 506 million decrease per year** expected in the EU

**Productivity losses due to tobacco**

(e.g. sick leave)

- **€ 8 billion per year**

**Smokers in the EU**

(data from 2014)

- ≥ 29%
- 24%-28%
- ≤ 23%

2% = 2.4 million fewer smokers in the EU

Issued in May 2016