

It is well-documented that the significant harm caused by tobacco smoking comes from the inhalation of the by-products of combustion.

This leads to tar, carbon monoxide and other carcinogens being absorbed by the body, along with 4000+ poisonous chemicals being burned and inhaled.

With electronic cigarettes **nothing burns** so there is **no smoke**.

This means **no tar, no carbon monoxide** and, therefore, the smoking ban does not apply.

This means that electronic cigarettes can be used in hospitals, for patients who smoke, in pubs, clubs and restaurants, in cinemas, and everywhere else affected by the smoking ban.

## **Telling smokers the truth**

Too often, smokers are told to **quit or die**.

When smokers ask for help to quit, they are increasingly offered gum, patches and counselling via the NHS.

**This system fails 93% of smokers** according to peer reviewed meta-analyses over longer than 4 weeks.

Electronic cigarettes offer an attractive alternative to smokers who cannot or do not want to quit, and continue to take nicotine recreationally, but wish to avoid the known health risks of tobacco smoking.

**Why quit when you can switch?**

**Why smoke when you can vape?**

Internationally renowned public health physicians and advocates:

**Dr Joel Nitzkin, MD, MPH, DPA.**

“E-cigarettes appear to satisfy the nicotine addiction and the habituation to the cigarette-handling ritual more effectively than any other product now on the market.”

**Professor Michael Siegel.**

“...there is exceedingly strong evidence that electronic cigarettes are much, much safer than conventional ones.”  
*[tobaccoanalysis.blogspot.com/](http://tobaccoanalysis.blogspot.com/)*

**Dr Carl Phillips, MPP PhD.**

“Few smokers realize that... smokeless tobacco, electronic cigarettes, or pharmaceutical nicotine... eliminate almost all the risk while still allowing the consumption of nicotine.”

*[www.tobaccoharmreduction.org/](http://www.tobaccoharmreduction.org/)*