

HARM REDUCTION: THE INDUSTRY'S DOUBLE GAME

The tobacco and nicotine industry has built an image of itself as a responsible player based on the transformation of its commercial activities and its new 'reduced-risk' products. This positioning is in fact the result of a commercial strategy focused on increasing the number of consumers and maximising profits.

Discover the industry's double game!



SPEECH



"We are gradually phasing out the sale of cigarettes to replace them with new, less harmful products."

- New advertising campaigns for cigarettes
- New investments in cigarette production



FACTS

Real aim: To position itself as a responsible player whilst maximising its profits



"We are public health stakeholders"

- Use of the concept of 'harm reduction' as a marketing argument
- Opposition to effective prevention measures
- Actions against countries that tighten regulations



Real aim: To influence policy to protect its economic interests



"Our approach is based on science"

- Recruiting scientists who defend its interests
- Funding biased studies



Real aim: To bolster credibility in order to influence political decisions



"Our marketing does not target minors"

- Flavours appealing to young people
- Sponsorship of festive events
- Breach of marketing regulations



Real aim: To pose as a responsible player and promote self-regulation



"Our innovative technology is dedicated to advancing public health"

- Filters and 'light' cigarettes were already presented as innovations, even though they offer no health benefits
- Innovation attracts new consumers



Real aim: To create a narrative that showcases it

