



## NNA asking for permission to intervene on the SNUS ban

*A spokesperson for the New Nicotine Alliance (NNA), in the UK, Jessica Harding has contacted us at Vaping Post informing us that in two days' time, on the 26th of January, the organization is appealing to the High Court in London, asking "for permission to act as an independent intervenor in the Swedish Match application to challenge the ban on snus".*

By **Diane Caruana** - January 24, 2017

An article published on the NNA's website last week, pointed out that the tobacco alternative which is very popular in Sweden and Norway, is an effective harm reduction product which has helped thousands quit smoking in these Scandinavian countries. The article added that the popularity of snus has led to these two countries reporting the lowest rates of lung cancer in Europe.

### Enter the TPD

Unfortunately, the Tobacco Products Directive (TPD), was even harsher on snus than it was on electronic cigarettes. Despite the large number of consumers who voiced their opinion to the contrary, the ban was implemented all throughout Europe with the exception of Sweden.

Increasing the variety of harm reduction products, increases the likelihood for smokers to find the method that most suits them, hence optimizing their chances of quitting.

"E-cigarettes are having a major impact, but they don't work for everyone in all circumstances. We want to see wide availability of all safer nicotine products as alternatives to smoking." said Chair for the NNA, Professor Gerry Stimson. He added that increasing the variety of harm reduction products, increases the likelihood for smokers to find the method that most suits them, hence optimizing their chances of quitting.

### Appealing to the European Court of Justice

The NNA is pointing out that "snus fulfils the criteria for a tobacco harm reduction product and therefore is a tobacco alternative. Hence why next Thursday they are going to the High Court, asking to be allowed to effect their appeal to the European Court of Justice, in order to point out the benefits that would come about as a result of the ban lift. Court of Justice to revoke the ban, would apply all throughout Europe, including the UK.

*"We will tell the court that the ban is harmful to health rather than protective of health; that it is against the interests of smokers and consumers, and works against the achievement of a high level of health protection. Ultimately, the snus ban kills"*

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“We will tell the court that the ban is harmful to health rather than protective of health; that it discriminates against products and consumers, and works against the achievement of a high level of health protection. UK smokers deserve a better deal – the snus ban kills “, concluded Professor Stimson.



**Diane Caruana**

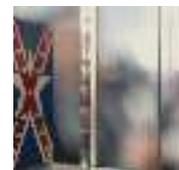
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