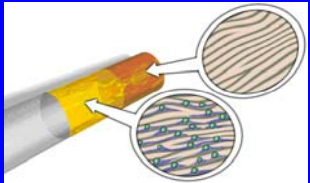




European based Company in relation with two European National laboratories and European Authorities

- **Research & Development Company (1998 – 2005)**



- **3 products under research**
 - Genetic tests of predisposition
 - Adduct level
 - Rosemary anti-oxidant tablet
- **1 product finalized**
 - Filter for scavenging free radicals in cigarette smoke and tar phase
- **Starting sales 2005**



The future of harm reduction products

- **Development of industrial products is possible but has to face technical, marketing, social and political challenges**
 - **Solutions to offer better protection**
 - **Technical problems and challenges**
 - **Marketing problems**
 - **Social and political issues**
- **But mentalities are changing and are favorable to these products so there is a future for these initiatives**
 - **Actors changes mentalities**
 - **Two possible approaches**

Development of industrial products is possible but has to face technical, marketing, social challenges and especially political challenges

- Solutions to offer better protection
- Technical problems and challenges
- Marketing problems
- Social and political issues

Protection approaches

- Less harmful leaves (ex. nitrosamines free)
- Additives positive list (regulatory issue)
- Filter technology
- Health specific tests/controls for smokers
(50 phenotypes and 50 genotypes, or level 8 hydroxy guanosine)
- Genetic predisposition tests for smokers
- Vaccines?

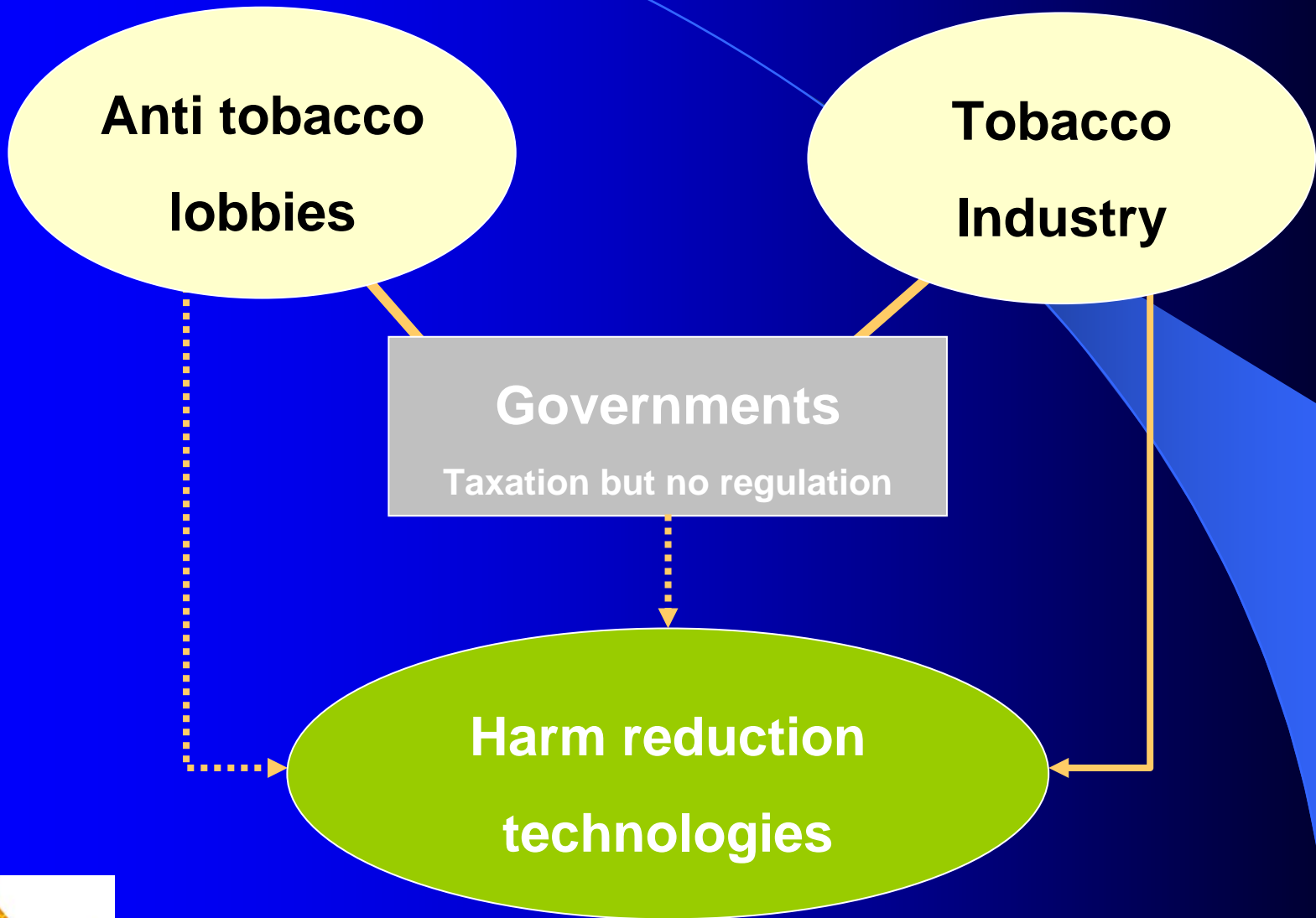
Technical challenges for products changing the cigarette

- Modification of a sophisticated product
- Fundamental parameters such as taste or pressure drop to remain unchanged
- Mass product processing
- Proof problematic (level of testing: chemical models, biologic models, animal models, human testing)

Marketing problem

- Is the health claim a selling argument?
- Which authority can control the accuracy of claim? FTC, EU, FDA, independent laboratory?

Social and political issues



But mentalities change and are favorable to tobacco harm reduction initiatives

- Players change their mentality
- Two approaches are possible

Players change their mentality

- ▶ **Consumer and market mentality**
- ▶ **Independent conference as today or CORESTA**
- ▶ **Tobacco industry is more open to innovations**
- ▶ **Anti tobacco lobbies becomes more realistic and prefer a *real politic***

Two possible approaches

Marketing approach

- Tobacco Companies launch products based on marketing claims :
 - Biofilter (Greece innovation, 8% of market shares in 6 months)
 - Consumers and distributors are likely to adopt this approach
 - More likely for small independent tobacco companies than for Majors
 - Majors may loose market shares due to these new products

Two possible approaches

Regulatory and governmental approach

- **Governments or supra national authority may edict compulsory rules :**
 - **USA future regulation regarding tobacco products and devices,**
 - **European Union tries to regulate tobacco products**
 - **Other country are likely to make compulsory the use of harm reduction technologies**

Conclusion

- **The time has come to make harm reduction technologies a reality**
- **This is the future of the tobacco industry**
- **This is for the better protection of smokers and non smokers**