

THE PATH FORWARD ON HARM REDUCTION



Maria Gogova, M.D., Ph.D.

Vice President & Chief Scientific Officer for Altria Client Services

74TH TOBACCO SCIENCE RESEARCH CONFERENCE



Altria

Altria Client Services

33,000,000+

US adult smokers

Half may be interested in lower risk alternatives
RIGHT NOW

Any path forward on harm reduction **>** **CANNOT LEAVE THEM BEHIND**

The logo for the U.S. Food and Drug Administration (FDA), consisting of the letters "FDA" in white, bold, sans-serif font, centered within a blue square.

“ We must acknowledge that there’s a continuum of risk for nicotine delivery. That continuum ranges from combustible cigarettes at one end, to medicinal nicotine products at the other. ”

– Former FDA Commissioner Gottlieb



CONGRESS:

Manufacturers must scientifically demonstrate harm reduction



Dear Colleagues,

As part of our recent SRNT 2025 strategic planning initiative, the Board of Directors has been carefully reviewing our policies regarding participation in Society-sponsored events. I am writing today to inform you that after extensive discussion and careful consideration, the Board of Directors has voted to ban employees of the tobacco industry from attending SRNT's annual conference, effective in 2022. SRNT defines the tobacco industry as any company that manufactures commercial tobacco products or is owned (in part or in whole) by a commercial tobacco manufacturer.

As you are aware, employees of the tobacco industry are already prohibited from being members of SRNT or participating in members-only activities (e.g., Network meetings, members-only webinars).

In the future, the Board will be reviewing our policies regarding participation in other SRNT-sponsored events. Any change will influence the policies.

Why Make this Change?

Since its inception in 1994, SRNT has been committed to the free and open exchange of ideas in science, making exclusion from science a goal. After two years of careful review and discussions of this complex issue, the Board has made this difficult decision to maintain our commitment to science and public good.

- **SRNT's values:** Many of our values, including transparency, public good, and social justice, are targeted to specific populations, including LGBTQ+ individuals, and calls for change, this behavior is targeted to low- and middle-income populations. Banning the tobacco industry from attending the annual conference is counter to our values as an organization.
- **Member concerns:** As tobacco industry employee conference participation has increased in recent years (representing 10% of attendees at the 2019 Annual Meeting), the Board has received more frequent complaints from members about perceived unprofessional or problematic behavior at the annual conference, including tobacco industry employees removing/hiding name badges during scientific sessions, attending members-only meetings, disrespecting presenters during Q&A sessions, and prominently using SRNT's name in press releases to imply an endorsement of their findings. Additionally, some members have shared that they are not comfortable presenting their research to industry representatives. Banning the tobacco industry from attending the annual conference demonstrates our commitment to ensuring that the annual conference remain a safe place for members to freely share their science and ideas.

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Home » American Journal of Public Health (AJPH) » **First Look**

Balancing Consideration of the Risks and Benefits of E-Cigarettes

David J. K. Balfour DSc, Neal L. Benowitz MD, Suzanne M. Colby PhD, Dorothy K. Hatsukami PhD, Scott J. Leischow PhD, Caryn Lerman... (show all authors)

[+] Author affiliations, information, and correspondence details

Accepted: May 15, 2021 Published Online: August 19, 2021

THE NATIONAL LAW REVIEW

New Paper Authored by 15 Past Presidents of SRNT Argue for Balanced Approach to E-Cigarette Regulation

Friday, August 20, 2021

A new **paper** co-authored by fifteen past presidents of the Society for Research on Nicotine and Tobacco (SRNT) and published in the American Journal of Public Health encourages the media, legislators, and the general public to re-evaluate negative attitudes toward vaping. Kenneth Warner, lead author and dean emeritus and the Avedis Donabedian Distinguished University Professor Emeritus at the University of Michigan's School of Public Health, **explained** that the potential for vaping to increase smoking cessation has been largely overshadowed by media coverage and policies that are too focused on the potential risk of vaping by teens.

PATH FORWARD

Each stakeholder fulfilling their role in a system that fairly explores the science of tobacco harm reduction from all interested parties and supports a rigorous product scrutiny by FDA to responsibly shape the adult consumer marketplace

ALTRIA'S VISION BY 2030

Responsibly lead
the transition of adult smokers to a

**SMOKE-FREE
FUTURE**

SCIENTIFIC FRAMEWORK

CONSTITUENT REDUCTION



INDIVIDUAL RISK REDUCTION



POPULATION HARM REDUCTION



E-CIGARETTE SECTION (CONTINUED)

12a.* [If Q9a is 1-3] During the past 30 days, what e-cigarette brands did you use? (select all that apply)

(Display brand list)

blu	-1	SMOK
Eonsmoke	-2	STIG
JUUL	-3	Suorin
Logic	-4	Vuse
MarkTen	-5	
NJOY	-6	Some other brand not listed here (specify)
Puff Bar	-7	Not sure

13a.* [If more than 1 brand mentioned at Q.12a] During the past 30 days, what e-cigarette brand do you usually use? (select one answer) [Only display brand list if "usually use" is selected]

I did not have a usual brand	-97	SMOK
blu	-1	STIG
Eonsmoke	-2	Suorin
JUUL	-3	Vuse
Logic	-4	
MarkTen	-5	Some other brand not listed here (specify)
NJOY	-6	Not listed here (specify)
Puff Bar	-7	Not sure

14a. [If Q9a is 1-3] What flavor or flavors were the e-cigarettes you used during the past 30 days? (select all that apply)

- Tobacco
- Menthol
- Mint
- Clove or Spice
- Fruit
- Chocolate
- Alcoholic drinks (such as wine, cognac, malt beverages, etc.)
- Candy, desserts, or other sweets
- Some other flavor not listed here (specify)
- Don't Know

15a. [If more than one response at Q.14a] During the past 30 days, what e-cigarette flavor do you usually use? (select one answer) [Only display flavor list if "usually use" is selected]

- I did not have a usual flavor
- Tobacco
- Menthol
- Mint
- Clove or Spice
- Fruit
- Chocolate
- Alcoholic drinks (such as wine, cognac, malt beverages, etc.)
- Candy, desserts, or other sweets
- Some other flavor not listed here (specify)
- Don't Know

* Denotes information that is not included in the UTUS public use datafile



Our Approach Our Science Product Platforms Communications & Engagement Library



Underage Tobacco Use Survey



Altria is committed to the goal of preventing underage use of products intended for adults, and as part of this commitment, we recently created the Underage Tobacco Use Survey (UTUS).

The underage tobacco use landscape has been dynamic in recent years, highlighting the importance of timely information, coverage of new products, and inclusion of young adults, 18-20 years of age, following the federal increase in the minimum age to purchase tobacco to 21. The UTUS provides timely data covering more product categories as compared to other current survey tools to inform Altria's underage use prevention efforts, align with stakeholder expectations and monitor underage behavior information pursuant to a tobacco product marketing authorization.



Altria's Vision by 2030

Responsibly lead the transition of adult smokers to a smoke-free future.



Moving Beyond Smoking

Our industry stands at a pivotal moment. Today, approximately 22 million U.S. adult smokers are interested in less harmful tobacco products. That's why we're leveraging the resources across our companies, and through strategic investments, to offer the most diverse portfolio of products to satisfy adult preferences and transition adult smokers to smoke-free products.

Our team of more than 250 scientists, physicians, product developers, engineers and regulatory experts from around the world share a common goal – advancing tobacco

Moving beyond smoking™



PROPOSED PRODUCT STANDARDS FOR REDUCED RISK TOBACCO PRODUCTS IN THE UNITED STATES

Prepared by Altria Client Services, LLC
March 16, 2021

generated from an agricultural product 20
B. HTP ingredients and HTP components should follow standard toxicological assessments..... 21

ORAL TOBACCO
DERIVED
NICOTINE

ELECTRONIC
NICOTINE DELIVERY
SYSTEMS

HEATED
TOBACCO
PRODUCTS

Nicotine/Nicotine Sales
Other Ingredients and/or Product
Components
Constituent/Emission Testing
Electrical Components/Batteries
Product Stability

**TUESDAY MORNING,
August 31, 2021
8:30 AM**

**Session A
Reduced Risk Product Standards**

Session Chair: Jennifer Smith

*Workshop: Tobacco Product Standards for
Potentially Reduced Risk Products*

8:30 – 9:30 AM

**35. PRODUCT STANDARDS FOR
POTENTIALLY REDUCED RISK
TOBACCO PRODUCTS.** Jennifer SMITH,
Robert T. Smith and Donna C. Smith; Altria
Client Services, Richmond VA USA

**36. STANDARDS AND FDA SCIENTIFIC
REVIEW.** Todd CECIL; U.S Food & Drug
Administration, Silver Springs, MD USA

37. NICOTINE STANDARDS. Sarah Evans;
Chemular, Hudson MI USA

**38. PRODUCT STEWARDSHIP
MAXIMIZES THE HARM REDUCTION
POTENTIAL OF RRPS.** Donna SMITH and
Jennifer H. Smith; Altria Client Services,
Richmond, VA USA

39. PERFORMANCE SPECIFICATIONS



The only products that will successfully transition adult smokers who can't or won't quit to a smoke free alternative are ones that are appealing and that they actually want to use

The logo for the U.S. Food and Drug Administration (FDA), consisting of the letters "FDA" in white, bold, sans-serif font, centered within a solid blue square.

“ The FDA may withdraw a marketing order if it, among other reasons, determines that the continued marketing of a product is no longer appropriate for the protection of the public health, such as if there is an uptake of the product by youth. ”



FDA NEWS RELEASE

FDA permits sale of IQOS Tobacco Heating System through premarket tobacco product application pathway

Agency places stringent marketing restrictions on heated tobacco products aimed at preventing youth access and exposure to the new products



Despite FDA's conclusions manufacturers are prohibited from offering menthol versions of these products in some stores, undermining harm reduction efforts

<https://www.fda.gov/news-events/press-announcements/fda-permits-sale-iqos-tobacco-heating-system-through-premarket-tobacco-product-application-pathway>

NICOTINE MISPERCEPTIONS

Could result in smokers rejecting smoke-free alternatives

73%
CONSUMERS

INCORRECTLY believed, or were **unsure**, that nicotine was the main cause of cancer in cigarettes

2016 Health Information National Trends Survey

>80%
PHYSICIANS

“Strongly agreed” nicotine **directly contributes** to the development of cardiovascular disease, COPD and cancer

Steinberg, M.B., Bover Manderski, M.T., Wackowski, O.A. et al. Nicotine Risk Misperception Among US Physicians. J GEN INTERN MED (2020). <https://doi.org/10.1007/s11606-020-06172-8>.

Clear need for improved communication of scientific facts

The logo for the U.S. Food and Drug Administration (FDA), consisting of the letters "FDA" in white, bold, sans-serif font, centered within a solid blue square.

“ Nicotine, though not benign,
is not directly responsible for the
tobacco-caused cancer, lung disease,
and heart disease that kill hundreds of
thousands of Americans each year ”

– Former FDA Commissioner Gottlieb and CTP Director Zeller



Factual scientific
information from trusted
sources must be
made available to
adult tobacco consumers

EQUITABLE HARM REDUCTION



We aim to continue to earn trust through the strength of our science and demonstrated commitment to adult smoker transition to smoke-free products



33,000,000+

US adult smokers

Responsibly lead
the transition of adult smokers to a
**NONCOMBUSTIBLE
FUTURE**