



Towards a New Tobacco Products Directive



Why a revision?

- **Tobacco largest avoidable health risk: 700,000 deaths/year**
- **Tobacco Products Directive outdated**
- **International obligations**



What will change?

- **Ingredients - prohibition of products with characterising flavours**
- **Packaging – 75% combined health warnings**



European
Commission

Future pack of cigarettes



Health and
Consumers



Other Issues

- **Smokeless tobacco – Snus ban maintained except for Sweden**
- **Cross Border distance sales**
- **Illicit Trade**



Who will benefit?

- **Young people to be discouraged from taking up smoking**
- **Current consumers to receive better information**
- **Economic stakeholders to benefit from clearer rules**
- **Governments and society to benefit from improved public health**

http://ec.europa.eu/health/tobacco/products/index_en.htm

