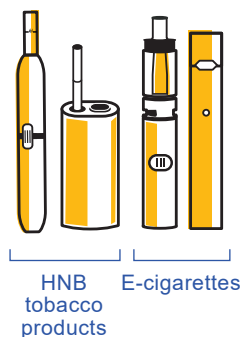


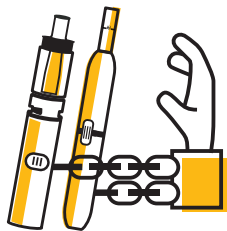
## What is the difference between HNB tobacco products and e-cigarettes?



Both HNB tobacco products and e-cigarettes produce aerosols inhaled by the users by a heating device. HNB tobacco products heat (rather than combusting) a tobacco stick while e-cigarettes heat a cartridge of chemical solution. Both could release harmful and carcinogenic substances such as nicotine, formaldehyde, acetaldehyde which are detrimental to health and highly addictive.

## ASPs aid to quit and reduce smoking?

ASPs are not recognized as the legitimate quit tools by the World Health Organization. These products extend the nicotine dependence, undermine smokers' intention to quit and serve as a gateway for youngsters to smoke. An overseas study



shows that 70% of ASP users consume alongside conventional cigarettes. They use ASPs in the occasions where cigarette smoking is prohibited. Such dual use could increase their smoking frequency and consumption.



## ASPs produce less/no odor and secondhand smoke?

Even though ASPs are odorless (or even scented), it does not mean they are harmless. In fact, secondhand and third-hand smoke of ASPs contains harmful substances. The scent may make bystanders less alerted and be exposed to toxicants of secondhand and third-hand smoke in a long time unconsciously.

# SMOKING HAZARDS 2.0

Reveal the truth of heat-not-burn tobacco products and e-cigarettes in 5 minutes

The prevalence of daily smoking in Hong Kong population aged 15 or above is 10.2% (i.e. around 640,000 daily cigarette smokers), which is among the lowest in the developed world. However, alternative smoking products (ASPs), such as heat-not-burn (HNB) tobacco products and e-cigarettes, gain popularity swiftly around the world, especially among youngsters who had never smoked. What exactly are these products? What is their harmful impact on health?

Rate of ever ASPs use in Hong Kong

E-cig: 7.7%  
HNB: 2.3%

E-cig: 1.4%  
HNB: 0.8%



## Tobacco companies claimed that ASPs are promoted to smokers only. Youths are not their target.

That's a lie! ASPs are intentionally sold in diverse packages, designs and flavors to attract youngsters to use. Marketing strategies and points of sale (e.g. in boutique stores and social media) are targeted at youngsters. Tobacco companies also use sophisticated tactics to market ASPs as trendy items such as sponsoring young KOLs/social media influencers and creating a buzz on social media.



Some studies claimed that ASPs are “90-95% less harmful” than conventional cigarettes, are they healthier options for smokers?

ASPs could definitely not be categorized as healthy alternatives. This claim is made by tobacco companies, their front groups and people with conflict of interest. It is misleading and lacking scientific proof, while many health professionals casted doubts on the claim. Some studies have found that the amount of some harmful substances in ASPs could be even higher. It has to reiterate that lower exposure to harmful substances does not mean less harmful or lower health risk. ASP users are still subject to high risk of smoking-attributable diseases. Harms of ASPs could not be underrated.



[illegible]

It is not grounded! Hong Kong has been implementing the *WHO Framework Convention*



brands of ASFs are actually launched by the big tobacco companies. Due to the shrinking market of conventional cigarettes, the tobacco companies invest huge amount of money to develop new tobacco products to sustain their business while harming the health of people.

US, despite the law raising the minimum smoking and vaping age to 21 went into effect on December 2019, nearly 3.6 million secondary school students currently use the most commonly used tobacco products among youngsters. Hong Kong should follow the experience of the ban on smokeless tobacco products in the 1980s to curb the epidemic of ASPs.



Hence, the most effective measure to reduce the risk of tobacco epidemic is to prohibit the import, manufacture, sale, distribution, and advertisement of ASPs. The total ban is supported by the medical professionals, education sector and various sectors in the community.

[illegible]

Market of traditional cigarettes started to shrink in recent years as their harms are widely revealed. Hence, tobacco companies launched ASPs, including HNB tobacco products and e-cigarettes. These ASPs are marketed as healthy and less harmful to downplay the health risks, normalize smoking behaviour and sustain the profits of the lethal industry. In fact, an increasing number of research found that ASPs could release detrimental chemicals and cause serious health consequences, such as cardiovascular and respiratory diseases.

ASPs are also marketed as trendy products with novel design, attractive packaging and over 10,000 flavours to attract youngsters to try and consequently an initiation to smoke.

Once ASPs become prevalent in Hong Kong, these products could reduce smokers' intention to quit, attract non-smokers especially youngsters to smoke, rebound the smoking prevalence and produce heavy social and medical burdens.

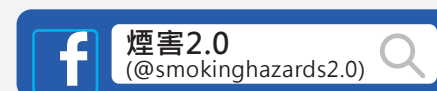
Be wise! Stay away from ASPs, stay away from Smoking Hazards 2.0!

**“Support to enact a total ban on e-cigarettes and other new tobacco products” signatory campaign**

Action now!  
 Action now!



**Like the Facebook page for more information  
on alternative smoking products**



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