
It is remarkable, that e-cigarettes are embraced by mainly the same persons in the U.K., who promoted NRT before; ignoring poor performance in real world\(^1\) and the evidence that nicotine itself can imperil health due to a host of adverse effects independent of its addictiveness.\(^2\) Earlier ASH wrote that smoking may be continued while using NRT.\(^3\) Today it promotes a product, which is advertised for continuous use of nicotine “everywhere and anytime”.\(^4\) Also the present letter writing campaign to the health ministers of the EU by two British authors\(^5\) leaves the impression that nicotine commerce should replace nicotine cessation. This short-sighted business is reducing quitting, expanding the youth nicotine market, and likely prolonging the tobacco epidemic.


