

Comment on <http://www.nejm.org/doi/full/10.1056/NEJMp1601154> by Manfred Neuberger, Medical University of Vienna, Austria.

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<sup>1</sup> and the evidence that nicotine itself can imperil health due to a host of adverse effects independent of its addictiveness.<sup>2</sup> Earlier ASH wrote that smoking may be continued while using NRT.<sup>3</sup> Today it promotes a product, which is advertised for continuous use of nicotine “everywhere and anytime”.<sup>4</sup> Also the present letter writing campaign to the health ministers of the EU by two British authors<sup>5</sup> 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.

1. Chapman S, MacKenzie R. The Global Research Neglect of Unassisted Smoking Cessation: Causes and Consequences. PLoS Med 2010;7(2): e1000216. doi:10.1371/journal.pmed.1000216

2. Ginzel KH, Maritz GS, Marks DF, Neuberger M, Pauly JR, Polito JR, Schulte-Hermann R, Slotkin TA 2007. Nicotine for the Fetus, the Infant and the Adolescent? Journal of Health Psychology 2007;12(2): 215-224. DOI: 10.1177/1359105307074240.

3. Action on Smoking and Health (U.K.). Guidance for health professionals on changes in the licensing arrangements for nicotine replacement therapy. Dez. 2005.

4. Neuberger M. Recent recommendations endanger progress of tobacco control. BMJ 2007; 334: s16  
<http://www.bmj.com/rapid-response/2011/11/01/recent-recommendations-endanger-progress-tobacco-control>

5. [https://www.parlament.gv.at/PAKT/VHG/XXV/SNME/SNME\\_06067/imfname\\_503331.pdf](https://www.parlament.gv.at/PAKT/VHG/XXV/SNME/SNME_06067/imfname_503331.pdf)