

World No Tobacco Day 2025: Unmasking the Appeal!
 Nicotine industry tactics, health consequences and how to act for a healthier future
 Webinar of the Coalition of Healthcare Professionals towards a Nicotine & Tobacco free Future
 and Symposium of the Slovenian National Institute of Public Health

The fraud of harm reduction
 Health risks of emerging nicotine products

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ENSP INITIATIVE ÄRZTINNEN & ÄRZTE
 GEGEN RAUCH- & NIKOTINSCHÄDEN
 AUSTRIAN COUNCIL ON SMOKING AND HEALTH

CENTER FOR PUBLIC HEALTH
 MEDICAL UNIVERSITY OF VIENNA

Cig. butts are the most common type of plastic litter worldwide, leach toxins, persist years, degrade to microplastics.

Cig. filters do not reduce harms for smokers and may even increase harms. Filter materials cheaper than tobacco. Greenwashing, marketing pretending protection, pores blocked by the fingers. Formation of TSNA, adenocarcinomas. Sensory effects of 'light' cigs: more cigs, deeper inhalation as compensation.

Cig. waste: Burden to environment, health and economy.

Continuation of filter fraud by capsules with surprising aromas, mint, etc. Cellulose acetate filters need a ban as single-use plastic (Santa Cruz 2027).

E-cigs, E-shisha, HTPs, HNPs, herbs, tea,...

Fredric March says... THIS IS IT
 "L&M FILTERS ARE JUST WHAT THE DOCTOR ORDERED!"

ONLY L&M FILTERS GIVE YOU ALL THIS...

UN environment: <https://www.unep.org/interactives/best-plastic-pollution/>
 Evans-Reeves et al. The "filter fraud" persists.

Pack cover: "My doctor smokes also"

Mein Arzt raucht auch

20,679* Physicians say "LUCKIES are less irritating"
 "It's toasted"
 Your Throat Protection against irritation against cough

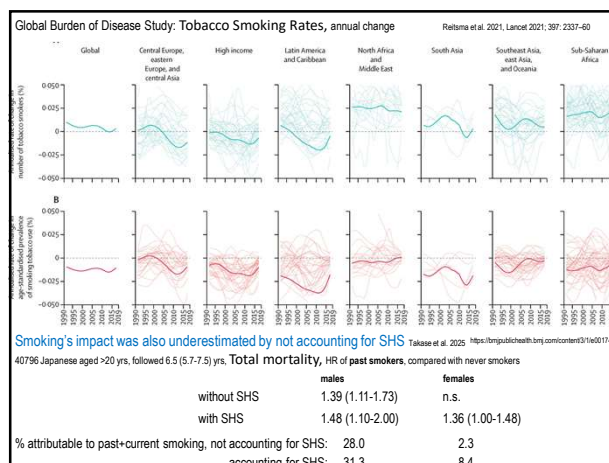
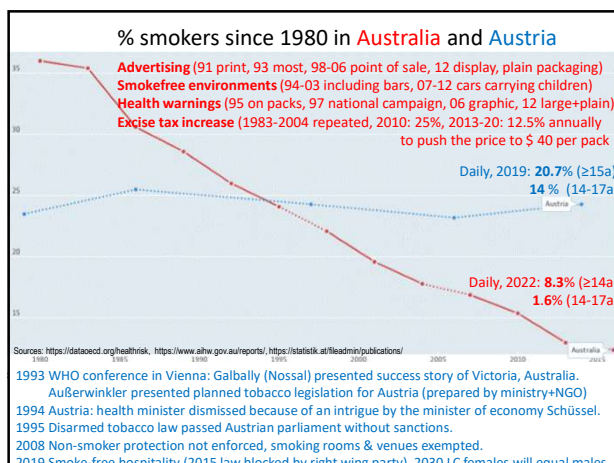
SMOKING CAUSES LUNG CANCER

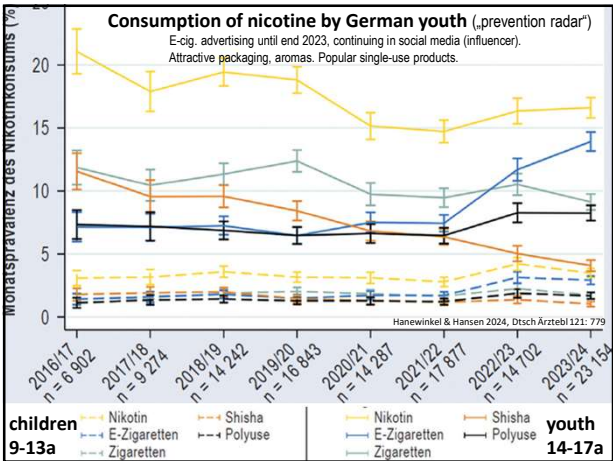
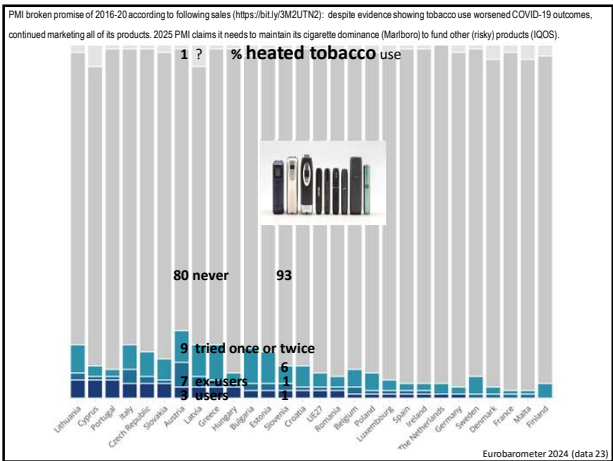
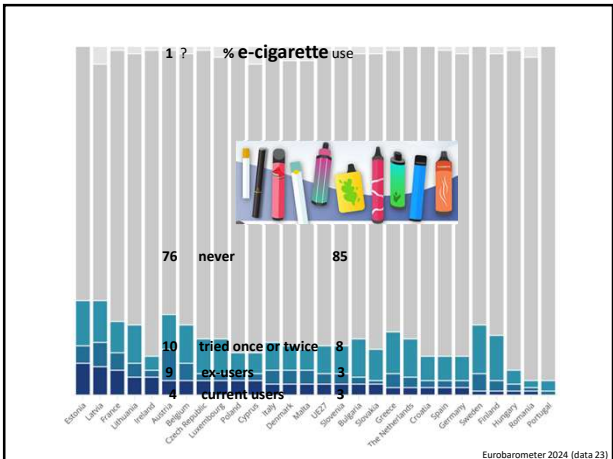
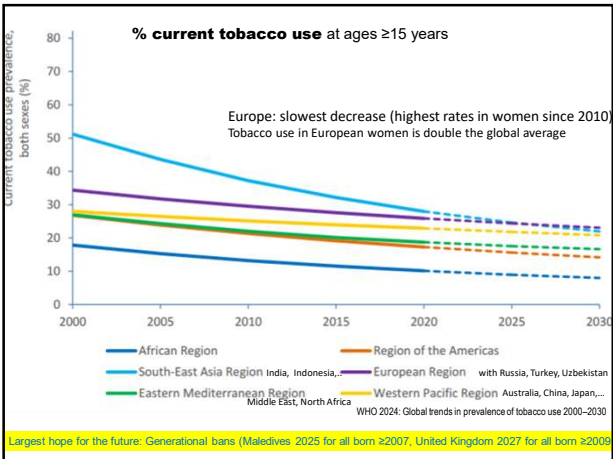
NO MORE Killing

BRYAN DIED AGED 34
 10 WEEKS EARLIER

Vaping prolongs smoking, does not help quitting

Brand Variant

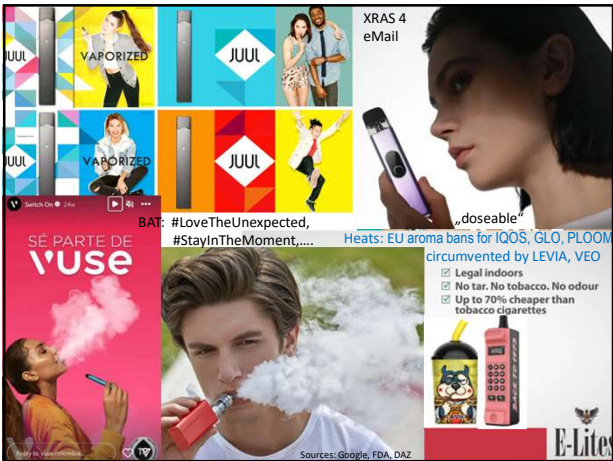


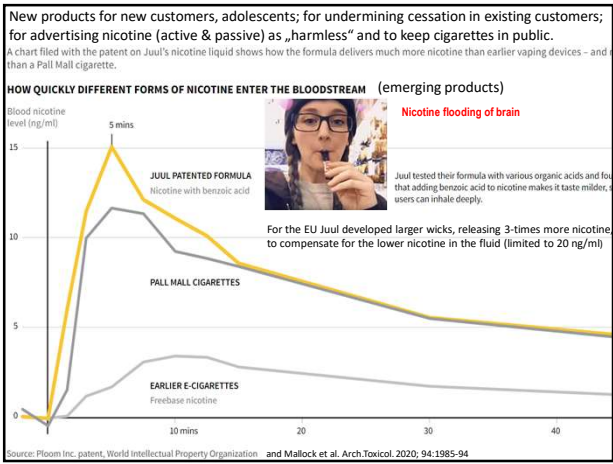
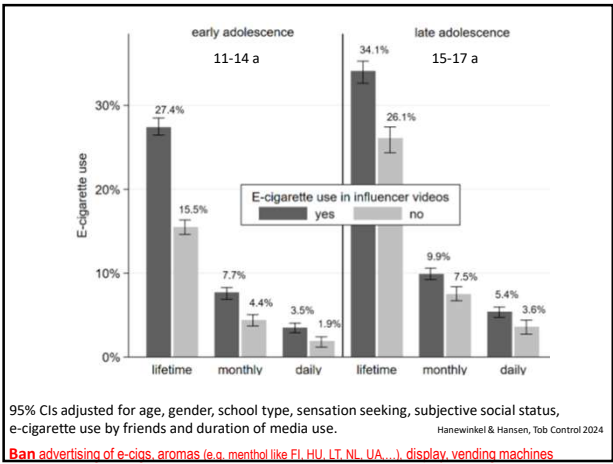


Risk factors for monthly nicotine consumption 2023/24 in Germany (Hanewinkel & Hansen 2024, Dtsch Ärztebl 121: 779-80)

	Age 9 – 13a	14 – 17a
Nikotine use by friends	21,66 [15,92; 29,48]	9,54 [8,20; 11,09]
Risky behavior (sensation)	3,56 [2,64; 4,80]	3,53 [3,04; 4,09]
Socioeconomic deprived	1,31 [1,00; 1,73]	1,24 [1,07; 1,44]
Behavioral problems	2,29 [1,59; 3,30]	1,91 [1,55; 2,35]
Experienced stress	1,72 [1,24; 2,38]	1,46 [1,22; 1,73]
Experienced cybermobbing	1,00 [0,71; 1,41]	1,02 [0,82; 1,27]
Boys	0,77 [0,58; 1,03]	0,90 [0,77; 1,06]
Experienced wellbeing	0,76 [0,56; 1,03]	0,78 [0,66; 0,92]
Experienced loneliness	0,87 [0,64; 1,20]	0,98 [0,83; 1,16]
- - relaxed education	0,85 [0,64; 1,13]	1,23 [1,06; 1,43]
High school (higher level sec.)	0,42 [0,32; 0,54]	0,58 [0,50; 0,67]

protektive





Metaanalysis of 107 population-based studies on diseases from cigarettes, e-cigarettes and from both

Glantz et al. NEJM Evid 2024;3(3)

Comparisons	Cardiovascular CHD, MI, stroke, CVD	Stroke	Metabolic Dysfunction Hyperlipidemia, met, prediabetes, Fatty liver	Asthma	COPD	Oral Disease Periodontitis, etc.
Comparison to cigarette use						
E-cigarettes vs. cigarettes	0.81 (0.58-1.14)	0.73 (0.47-1.13)	0.99 (0.91-1.09)	0.84 (0.75-0.95)	0.53 (0.38-0.74)	0.87 (0.76-1.00)
Dual use vs. cigarettes	1.23 (0.99-1.54)	1.26 (1.06-1.50)	1.22 (1.15-1.31)	1.20 (1.12-1.28)	1.41 (1.12-1.64)	1.27 (1.15-1.39)
Comparison to no use						
E-cigarette vs. nonuse	1.24 (1.05-1.46)	1.32 (0.99-1.76)	1.25 (1.18-1.33)	1.24 (1.19-1.30)	1.46 (1.31-1.61)	1.47 (1.19-1.82)
Dual use vs. nonuse	2.23 (1.59-3.14)	2.39 (2.02-2.83)	1.49 (1.17-1.91)	1.56 (1.22-2.00)	3.29 (1.97-5.51)	1.78 (1.49-2.12)
Cigarette vs. nonuse	1.64 (1.24-2.16)	2.08 (1.91-2.27)	1.27 (1.17-1.37)	1.56 (1.34-1.80)	2.99 (2.29-3.92)	1.69 (1.40-2.03)

Cigarettes riskier than e-cigarettes in pooled analysis on asthma, COPD, oral disease.

E-cigarettes riskier than cigarettes in single studies on erectile dysfunction (El-Shahawy 2022), COVID-19 (Khan, Meyers, Phandrong 2023)

Dual use riskier than cigarettes in pooled analysis on all outcomes and in single studies on arthritis, atopic dermatitis, sleep, concentration.

Daily cigarette consumption among exclusive smokers and dual users not different, but dual users are exposed to wider range of toxins

Incomplete switching from cigarettes to e-cigarettes (majority) may increase risk for disease, leading to harm promotion.

Cancer? Dose-dependent DNA damage in oral cells from vapors who had never smoked tobacco cigarettes, comparable to exclusive cigarette smokers, dependent on sweet-, mint or menthol-, and fruit flavors (Tommasi et al. 2023).

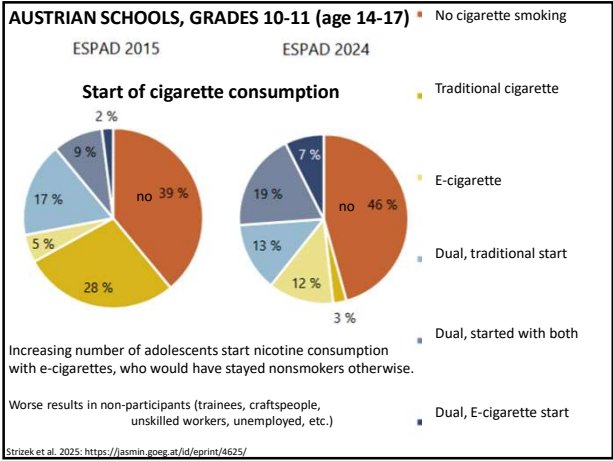
E-cigarette exposure causes lung cancer and bladder hyperplasia in mice (Tang et al. 2019). O-toluidine and 2-naphthylamine 2.3 and 1.3 fold higher in urine of e-cigarette users and former users (Fuller et al. 2018).

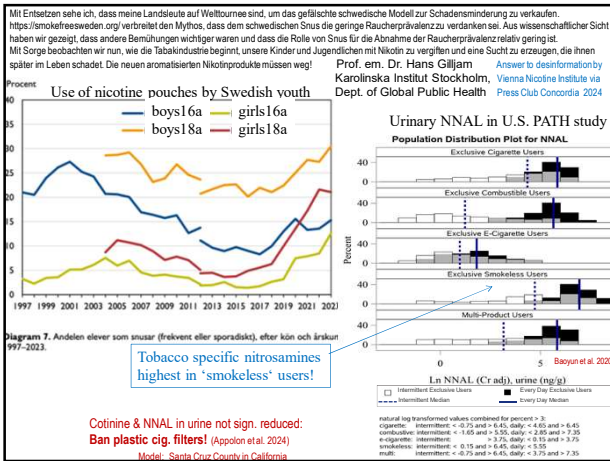
E-cigarette exposure transforms human bronchial epithelial and urothelial cells, reduces DNA repair (Lee et al. 2018; Molony et al. 2023).

Nicotine and nitrosation metabolites (NNN, NNK) in chronic inflammation: cell proliferation, apoptosis, angiogenesis (Ginzel et al. 2007)

Trend: E-cigarette most popular product of adolescents; in adults dual or multiple consumption most frequent, followed by highest risk for health (Pisonger & Rasmussen 2022, Glantz et al. 2024, etc).

Use of e-cigs at age 14 increases risk to become tobacco smoker until age 17 more than five-fold (Staff et al. Addiction 2022; 117: 484-94)





Challenges and hopes for the future

WHO – FCTC

Watson, APA 2025
<https://fctc.who.int/newsroom/news/item/06-06-2024-save-the-week-cop11-and-mop4>

Since 1993 (Austria ratified 1995). COP-10 (2024): regulation of all nicotine products.

Art. 5.3 Protect Public Health from business interests of tobacco industry and trade. Guidelines for implementation (2013) of 5.3, 8 **protection**, 9 contents, emission, 10 disclosures, control, 11 packs, labels, 12 information, 13 advertising, promotion, sponsoring, 14 prevention & therapy.

Council: <https://www.consilium.europa.eu/en/press/press-releases/2024/12/03/council-recommends-increased-protection-against-second-hand-smoke-and-aerosols/>

Achieve a tobacco <5% generation in Europe by 2040 as set out in Europe's Beating Cancer Plan. Update of the 2009 recommendation to aerosol-emitting products (ecig, HTP, herbal), includes playgrounds, premises of schools and hospitals, workplaces, beaches, hospitality terraces, etc.

Commission: <https://www.consilium.europa.eu/en/policies/smoke-free-environments/>

People who breathe second-hand smoke face a 25-30% higher risk of heart disease and up to a 16% increased cancer risk. Evaluation of TPD II, plans to include tobacco-free nicotine products in TPD III.

Belgium, France, Slovenia, U.K. ban one-way e-cigs 2025 (plastics, chemicals, non-rechargeable)

Germany banned nicotine pouches 2022 if daily dose exceeds 0.8 µg nicotine per kg BW

Austria: <https://www.parlament.gv.at/GEGENTAND/XXVIII/ME/5?selectedStage=100>

Judicature solidifies towards stricter regulations on protection from tobacco smoke, nic.aerosol.

www.aerzteinitiative.at, <https://rauchfrei.at>, www.ages.at/ages/buero-fuer-tabakkoordination

How a Handful of Scientists Obscured the Truth on Issues from Tobacco Smoke to Global Warming

Merchants of DOUBT

Naomi Oreskes & Erik M. Conway

Naomi Oreskes

Die Machiavellis der Wissenschaft

Das Netzwerk des Leugnens

WHO, WNTD 25

Exposure to tobacco smoke increases risk of heart disease, stroke, and lung cancer.

Lyttinen et al. (2024): Use of heated tobacco products (HTPs) causes acute increase in arterial stiffness and platelet thrombus formation. Atherosclerosis 390, 117335.

Elia et al. (2025): "Nicotine-free" e-cigs and pouches (Meltano, Aroma King) Strong nAChRs binding, more addictive, promotes ROS, lung inflammation, ankyrin-1, NF-κB. Asthma, COPD, cancer?