



THOLOS FOUNDATION

International THR Newsletter

WELCOME TO THE THOLOS FOUNDATION'S INTERNATIONAL TOBACCO HARM REDUCTION NEWSLETTER!

Welcome back to the **second issue of the Tholos Foundation's monthly newsletter**. We have established this bulletin to share the latest developments in Tobacco Harm Reduction efforts across the globe.

The Tholos Foundation promotes effective policy through research, education, and coalition building. This newsletter is a major component of our efforts to **build an international coalition of THR advocates who are ready and willing to fight for the rights of reduced-risk users** and oppose the lawmakers and agencies that work to restrict these rights.

Our newsletter will include must-read stories from our friends and allies around the world, groundbreaking studies, and much more.

We encourage collaboration with like-minded organizations and activists, so **please forward this newsletter to anyone and everyone you know** who would be interested in staying up-to-date on international THR developments!

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THOLOS
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WHAT IS THE THOLOS FOUNDATION UP TO?



Seminar with Brussels Report on Innovation and Consumer Freedom in Belgium

Tholos Foundation joined Brussels Report and MP Els Ampe for a seminar on the future of innovation and consumer freedom in Belgium and across the EU. A range of issues were discussed including taxation, regulation, and legislative approaches to reduced-risk nicotine products. Tim Andrews, Tholos' Director of Consumer Issues, presented Ipsos polling of Belgium vapers. **You can view the seminar [here](#).**



Highlighting Sweden's Rejection of a Flavored Vape Ban

On June 21st, 2022, Sweden's national legislature, the Riksdag, voted down a measure to ban all flavored nicotine-containing vape liquid. The Tholos Foundation authored this statement to highlight the position held by these legislators who rejecting this misguided proposal would have had hurt public health in Sweden, harmed the economy, and weakened Sweden's national security. **The release can be viewed [here on the Tholos site](#).**

Offering Feedback to the European Commission

As mentioned in the previous newsletter, Tholos authored a submission to the European Commission offering extensive evidence in favor of e-cigarettes, snus, heat-not-burn products, and tobacco-free nicotine pouches. The submission is now available to be read. You can find it on the [Commission's website](#).

Launching the Tholos THR Website

We are excited to announce the creation of tholosfoundation.org/thr, our headquarters for all Tholos' efforts on tobacco harm reduction. From our page you can learn more about our educational efforts and access all of our webinars, polling data, releases, and more!

Joining Twitter

In an effort to broaden our reach and further promote our educational efforts on THR, Tholos recently joined Twitter. For news, upcoming events, and more, please **check us out and follow our work** at twitter.com/tholos.



MUST-READ ARTICLES OF THE MONTH

1. [Mexico Keeps Moving Closer to Total Vape Prohibition](#) by Dr. Roberto Sussman in *Filter Magazine*.

Dr. Sussman's article covers the latest blow to harm reduction in Mexico, a decree from President Obrador that prohibits "circulation" of e-cigarettes. His piece reveals how, rather than an outright ban on e-cigarettes, the move is "the latest in a series of efforts to strong-arm the Mexican government into prohibition instead of sensible regulation". The article also explains the risk of cartels controlling the market and offers an insightful look into the governmental and societal structures that impact policy in Mexico.

2. [As FDA flounders, the U.K. surges ahead with vaping](#) by Martin Cullip in *The Washington Times*.

Martin Cullip, an international fellow at The Taxpayers Protection Alliance's Consumer Center, authored this piece contrasts the "damaging bureaucratic mess" of FDA with the evidence-based, progressive policies of the U.K. that are saving countless lives. At a time in which many of us in the U.S. are highly disappointed, to put it lightly, with the recent decisions of FDA, this article is a refreshing look at what can happen when public policy is based upon science and fact.

3. [The Road to Quitting Smoking is Paved with Candy](#) by Kim “Skip” Murray in *Inside Sources*.

This piece from Kim Murray, who is also a fellow at TPA’s Consumer Center, is a fascinating look at the long history of candy being used as a tool to help smokers quit. From PEZ Candy gummy bears, candy has been used as alternatives to smoking. Today, flavored e-cigarettes are the preferred product of adult vapers and have helped millions quit smoking. The article is filled with fun facts, interesting anecdotes, and calls out the hypocritical nature of lawmakers who try to prevent their constituents from quitting cigarettes.

4. [Europe must finally learn from its mistakes to curb smoking](#) by Michael Landl in *The Parliament Magazine*.

Michael Landl, Director of the World Vapers’ Alliance, wrote this phenomenal piece that questions current tobacco control tactics in Europe and calls upon European lawmakers to pursue policies that actually reduce the harm of nicotine products. The article articulates what an appropriate response to the public health crisis of cigarette smoking would look like.

5. [The Prohibition President](#) by Guy Bentley in *RealClearPolicy*.

For our international readers who may not be familiar with the recent THR-related developments in the United States, this article from Guy Bentley, Director of Consumer Freedom Research at the Reason Foundation, is undoubtedly a must-read. The piece discusses the decisions of President Joe Biden’s administration and explains why they would be devastating for public health in America.

MUST-READ STUDY OF THE MONTH

[Risk perception of IQOS™ and cigarettes: Temporal and cross-country comparisons](#) by Suzana AlMoosawi, et. al. in *SSM – Population Health*.

This study recognizes that risk perception is central to smokers’ decision to switch to reduced-harm alternatives. The study looked at the risk perception of IQOS heat-not-burn products. It is important that the public has the tools to properly identify the risk of products in order to facilitate transitions from harmful tobacco products to less harmful substitutes.

BOOK SPOTLIGHT: *Stop Smoking Start Vaping*

Stop Smoking Start Vaping by Dr. Colin Mendelsohn is a complete game-changer for tobacco harm reduction efforts worldwide. The book is filled with information about vaping and fearlessly confronts common myths and misconceptions about vaping. Just

Dr COLIN MENDELSON

"This book is a MUST for any smoker who wants to know if vaping can help them quit"

Senator Hollie Hughes

Chair of the Australian Senate Select Committee on Tobacco Harm Reduction

STOP
SMOKING
START
VAPING

The HEALTHY
TRUTH about VAPING

as e-cigarettes as essential for reducing harm from tobacco, this book is essential for all of us who seek pro-science changes to public health policies and is endorsed by leading THR experts including Professor John Britton, Professor Riccardo Polosa, and Professor Peter Hajek.

While activists, advocates, and lawmakers will find this book incredibly useful, its true value may lie in empowering smokers to make the switch to vaping. **I'm not over-exaggerating when I say that if you know someone who smokes cigarettes, this book may save their life.** You can find more information about Dr. Mendelsohn and get a copy of his book [here](#).

SMOKING GUN: Mike Bloomberg



On June 23, after reports that the U.S. Food and Drug Administration was going to force Juul products off the market, America's worst ex-mayor chimed in to brag about the \$160 million dollars he has spent to "persuade" government officials to ban Juul and other e-cigs. To learn more about Bloomberg's shady



"philanthropy" that funds anti-vaping crusades across the world, read Marc Gunther's [The Unchecked Power of Philanthropy here](#).

GLOBAL TOBACCO HARM REDUCTION NEWS

[European Commission Wants to Ban Heated Tobacco Products \(Politico\)](#)

[The Czech Republic is to Include Tobacco Harm Reduction in Its Public Health Strategy \(Vaping Post\)](#)

[Sweden Rejects Controversial E-Cigarette Flavour Ban \(Snusforumnet\)](#)

[The WHO Awards Mexico's President For Banning Vapes \(Vaping Post\)](#)

[Macau Policy Makers Consider a Ban on Vape Sales \(Vaping Post\)](#)

[Spanish Anti-Smoking Bodies Press for Tax on Both E-liquid Volume and Nicotine \(ECigIntelligence\)](#)

SUBMIT YOUR WORK!



Each newsletter will include five must-read stories and one must-read study we believe are excellent contributions to the cause of tobacco harm reduction.

If you write or publish something that you'd like to have shared in our next newsletter, please send it to kabramson@tholosfoundation.org. Thank you!

Do you know of any international THR movements that you think the Tholos Foundation should be involved in? It could be a proposed flavor ban, tax hike, or even government-sponsored misinformation. We are looking to contribute as much as possible so please do not hesitate to reach out to me at kabramson@tholosfoundation.org.

**WE WELCOME
ADVOCACY
SUGGESTIONS**

ABOUT THE AUTHOR

This newsletter will be written and distributed by Karl Abramson, a Consumer Policy Fellow at the Tholos Foundation. Karl is a student at Rice University in

Houston, TX. He previously interned at Americans for Tax Reform working on consumer policy with a focus on harm reduction.

Karl's work on vaping and tobacco policy has been featured in The Hill, The Washington Times, RealClearPolicy, and InsideSources. His complete professional experience can be viewed on his [LinkedIn](#).

THANK YOU FOR READING!



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Tholos Foundation | 722 12th St. NW, 4th Floor, Washington, D.C. 20005 | tholosfoundation.org