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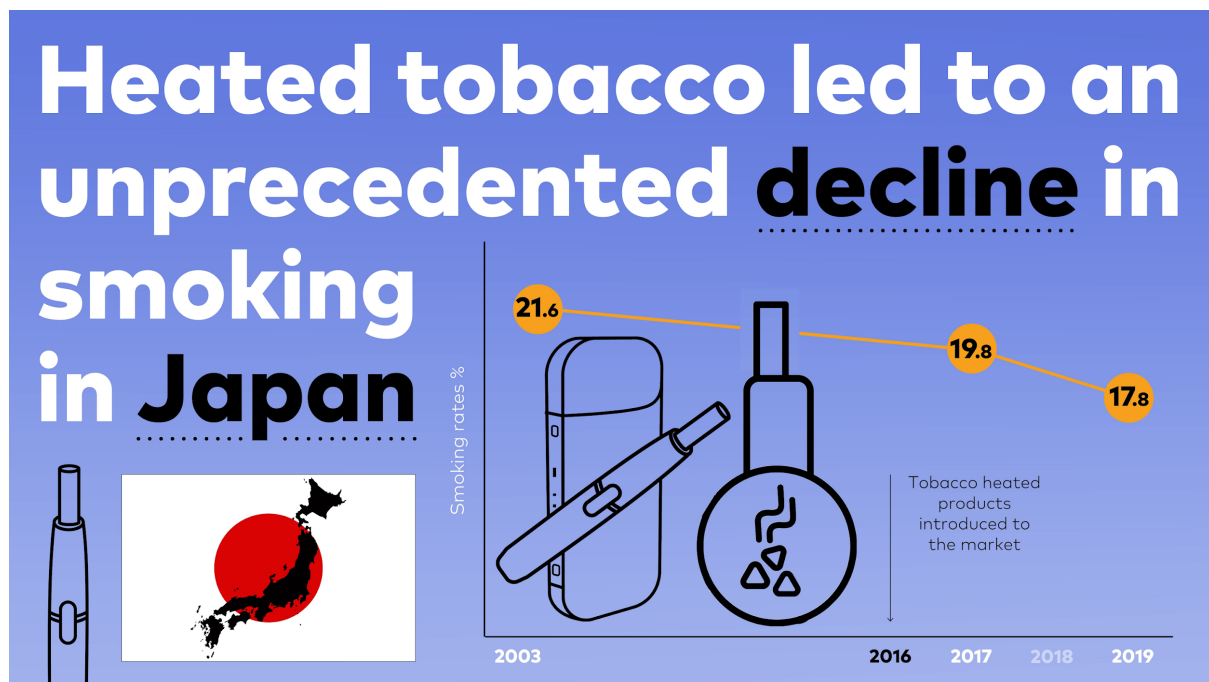
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## NEW WHITE PAPER SHOWS SAFER NICOTINE ALTERNATIVES LEAD TO SIGNIFICANT REDUCTION IN SMOKING RATES

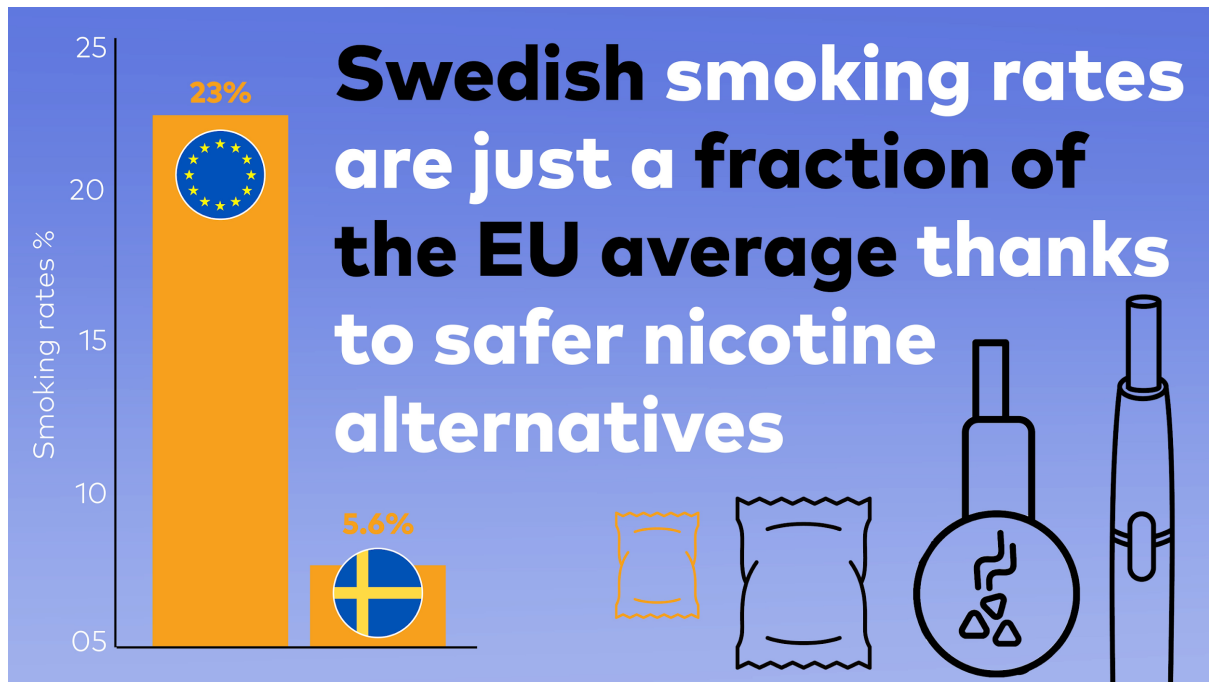
**Washington, DC.** The Tholos Foundation, in partnership with Japan-based Pacific Alliance Institute and Sweden-based consulting firm Scantech Strategy Advisors, today released a policy paper, *Safer Nicotine Works*, on how **Sweden and Japan** have successfully reduced smoking rates by introducing **safer alternative nicotine products**.

*Safer Nicotine Works* explores the impact of oral nicotine and heated tobacco products on smoking prevalence in countries such as Sweden and Japan, where smoking rates were once as high as 84% among men. *This paper* serves as a sequel to the earlier paper, *Vaping Works*, which looked at the experience of four innovative countries and found that countries that embraced vaping (United Kingdom, France, Canada, and New Zealand) saw decreases in smoking prevalence twice as fast as the global average.

The new findings were also striking in **Japan**, the introduction of heated tobacco products led to male smoking rates dropping below 30% for the first time ever and reversed stagnation in the fight against smoking.



In **Sweden**, the country is on track to become officially ‘smoke-free’ within the year, with current smoking rates sitting just over the smoke-free threshold at 5.6%<sup>[1]</sup>. Recent decreases in smoking have been due to the growth of nicotine pouches, which were introduced in 2019.



Most notably, Tholos Foundation research found that in both countries, the switch to safer alternatives was driven by consumers themselves: the most important thing policymakers could do was ensure safer alternatives were an available, viable alternative. It is clear and supported by extensive data that safer nicotine plays a major role in smoking cessation. We observe, that with safer nicotine products such as vaping, tobacco heated products, nicotine pouches and snus, smoking incidence is decreasing several times faster.

Commenting on the findings, Tholos Foundation Vice President Lorenzo Montanari said:

*Safer nicotine is, quite literally, saving lives around the world. The experience of Sweden and Japan, just as in the UK, Canada, New Zealand and France, proves that when people have access to safer products, they choose them in huge numbers. We now have the tools we need to fight harmful high smoking rates: governments around the world must now support their citizens to make a better choice.*

The success of Sweden and Japan in reducing smoking rates demonstrates the effectiveness of adopting comprehensive approaches to tobacco control. Both countries have implemented regulatory measures to control the use of alternative nicotine products while ensuring public health and safety. **Sweden and**

<sup>[1]</sup> [Adult use of tobacco and nicotine products — Public Health Agency of Sweden \(folkhalsomyndigheten.se\)](https://www.folkhalsomyndigheten.se)

**Japan** offer valuable insights for other countries seeking to reduce smoking prevalence and promote smoke-free alternatives. By enabling access to safer alternative nicotine products and implementing appropriate regulations, countries can significantly improve public health outcomes and address the harmful effects of smoking.

A full link to the report can be found here [\[insert link\]](#)

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## Notes to editors

*The Tholos Foundation is a 501(c)3 educational foundation originally founded in 1985 at the request of President Reagan. On a research level, the Tholos Foundation conducts research and education on effective public policy from a free-market perspective, with a particular emphasis on taxes, spending, regulation, innovation, consumer freedom, and property rights. <https://tholosfoundation.org/>*

## About the Authors

### **Yuya Watase**

*Mr. Watase is the Chairman of Pacific Alliance Institute a free market think tank based in Tokyo, Japan. He is a research fellow at the Institute for Public Policy Research, Waseda University. He is an expert in public policy related to public management studies and provides policy recommendations to Diet members, governors, and local legislators. He also founded and sold a medical IT company to a publicly listed company and has since been engaged in consulting activities for financial institutions and business companies. He is known for having been invited to serve as an advisor to former Prime Minister Suga at his official residence when he was in office. His achievements in the field of Harm Reduction include attending international conferences (held in Taiwan and Malaysia) where specialists from various Asian countries gathered. He also served as a policy brain for Japanese Diet members and authored a policy paper on tobacco harm reduction. As a result, Japanese Diet members positively addressed tobacco harm reduction on the floor of the Diet. He is currently writing articles on tobacco harm reduction for Newsweek, President, Diamond, and other leading business magazines.*

### **Anders Ydstedt**

*Anders Ydstedt is Chairman of Scantech Strategy Advisors. He is also an entrepreneur, author, and chairman of Svensk Tidskrift, a weekly journal of politics, economics, and culture, founded in 1911. Ydstedt has previously written books about taxation, the importance of free mobility, the importance of private ownership, and recently about how high tax Sweden got rid of the inheritance tax (2015).*

### **Kalle Bäck**

*Kalle Bäck works as a consultant in Public Affairs and a researcher at Scantech Strategy Advisors. He has previously been active as a political secretary. Mr. Bäck is an educated teacher in Civics and History with a master's degree in history.*