

# SmokeLess New Zealand

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## Can cigarettes be made less dangerous?

### Advice to individual smokers

**Do not trust in better filters or low tar labels.**

**Instead, quit smoking. Either**

- 1) Switch to nicotine patch or gum or,**
  - 2) Fast-acting nicotine, or**
  - 3) Swedish tobacco snuff, oral or nasal;**
- and to use these products for a year or so to prevent relapse to smoking.**

In 2005, New Zealand research ([www.healthnz.co.nz/lesstoxic30aug05.pdf](http://www.healthnz.co.nz/lesstoxic30aug05.pdf)) emphasised the value of charcoal filters. Tests were then carried out on a new cigarette brand with the most advanced charcoal filter yet produced [www.smokeless.org.nz/MUS.pdf](http://www.smokeless.org.nz/MUS.pdf) It can only clean about one third of the smoke per cigarette.

Any cigarette which is a low yield cigarette for both tar and nicotine, leads to inhalation of extra smoke. This volume of smoke overwhelms the best of charcoal filters. However

- As of 2006, fast acting pure nicotine is not yet in production.
- Smokers cannot buy oral snuff in the shops but have to order low risk smokeless tobacco (Swedish snuff), for personal use, via internet or mail order. The biggest manufacturer is Swedish Match.

### Can cigarette toxicity be regulated?

It can be regulated, but can it be made less toxic? No proof exists that it can be.

Philip Morris want cigarette smoke regulated. The danger of this approach is that

- Smoke cannot be made safe. The risks of continuing to smoke past 35 years of age, are one in two dying early. If this by some miracle could be reduced to a risk of one in four, the risk would be unacceptable.
- The regulatory effort required overwhelms the regulatory capacity of the Ministry of Health and could take 20 years to resolve.
- Everyone meantime assumes that cigarettes are forever permissible, if they can only be made less dangerous.
- Cigarette regulation and emissions testing tends to legitimize and perpetuate cigarette smoking. This is dangerously delusional thinking.

Regulation of cigarettes does not affect the number sold, the numbers smoking them or how they smoke them.

**SmokeLess New Zealand says the priority should be to create the regulatory groundwork and law-making now, ahead of time, not to try and clean smoke, but to reduce and eventually ban cigarette sales altogether. [www.smokeless.org.nz/lawchanges.htm](http://www.smokeless.org.nz/lawchanges.htm) As cigarettes go out of fashion and are replaced by quitting, then smokers' coughs, smokers' wheeze and lung disease and lung cancer will disappear. Nothing is cleaner than the inspired air of a smokefree or smokeless ex-smoker.**