

**THE SEOUL DECLARATION:  
Public Health Experts and Consumer Groups Call on  
The Government of India to Regulate E-cigarettes, Not Ban Them**

We call on the Government of India to allow its citizens to have access to safer alternatives to cigarettes by regulating instead of prohibiting electronic cigarettes. We urge the Government to:

**Realise that smoking causes the vast majority of tobacco-related death and disease.** Burning tobacco is the main cause of smoking related disease, not nicotine or inhaling vapour. Tobacco use causes one million deaths per year in India, and smoking causes the majority. E-cigarettes provide smokers with an option to get away from smoking and could hasten the demise of the cigarette. We should all want to see that.

**Recognise that vaping is dramatically safer than cigarettes and has helped millions quit smoking.** Vaping is not smoking. It uses electronic devices to generate a nicotine-containing vapour without burning tobacco. Public Health England's annual reviews of all available evidence have consistently concluded that e-cigarettes are around 95% less harmful than smoking. Millions of people have switched from cigarettes to these significantly safer products. Governments charged with protecting public health should welcome that, not discourage it.

**Recall that harm reduction is at the core of India's international treaty obligations.** The Framework Convention on Tobacco Control defines 'tobacco control' as 'a range of supply, demand and harm reduction strategies that aim to improve the health of a population'. India has been an important leader in using harm reduction strategies to improve public health in other contexts. It should embrace tobacco harm reduction as well.

**Regulate rather than ban.** Bans serve only to protect the cigarette industry. Concerns that vaping may appeal to youth or may serve as a 'gateway' to smoking are inconsistent with the evidence: E-cigarettes have been gateways out of smoking for millions and have been accompanied by declining youth smoking rates. Instead of banning them, the Government should regulate e-cigarettes to maximise the benefits of low risk alternatives while minimising the likelihood they will be used by youth or non-smokers.

**Rethink dogma.** Safer products should be encouraged, not attacked with the same vehemence as cigarettes or, worse, banned. Smokers' health and the Government's credibility is at stake: The Government of India should avoid being perceived as promoting the interests of cigarette and pharmaceutical industries, and smokers should not be forced to choose between deadly cigarettes and marginally effective nicotine replacement therapies.

**Remember that public health is about people.** With appropriate regulation, you can help thousands of Indian vapers and tens of millions of Indian smokers in India by simply telling them the truth: although the best option is not using any nicotine-containing products, switching to a regulated vape product is better than continuing to smoke.

Seoul, August 29, 2019

