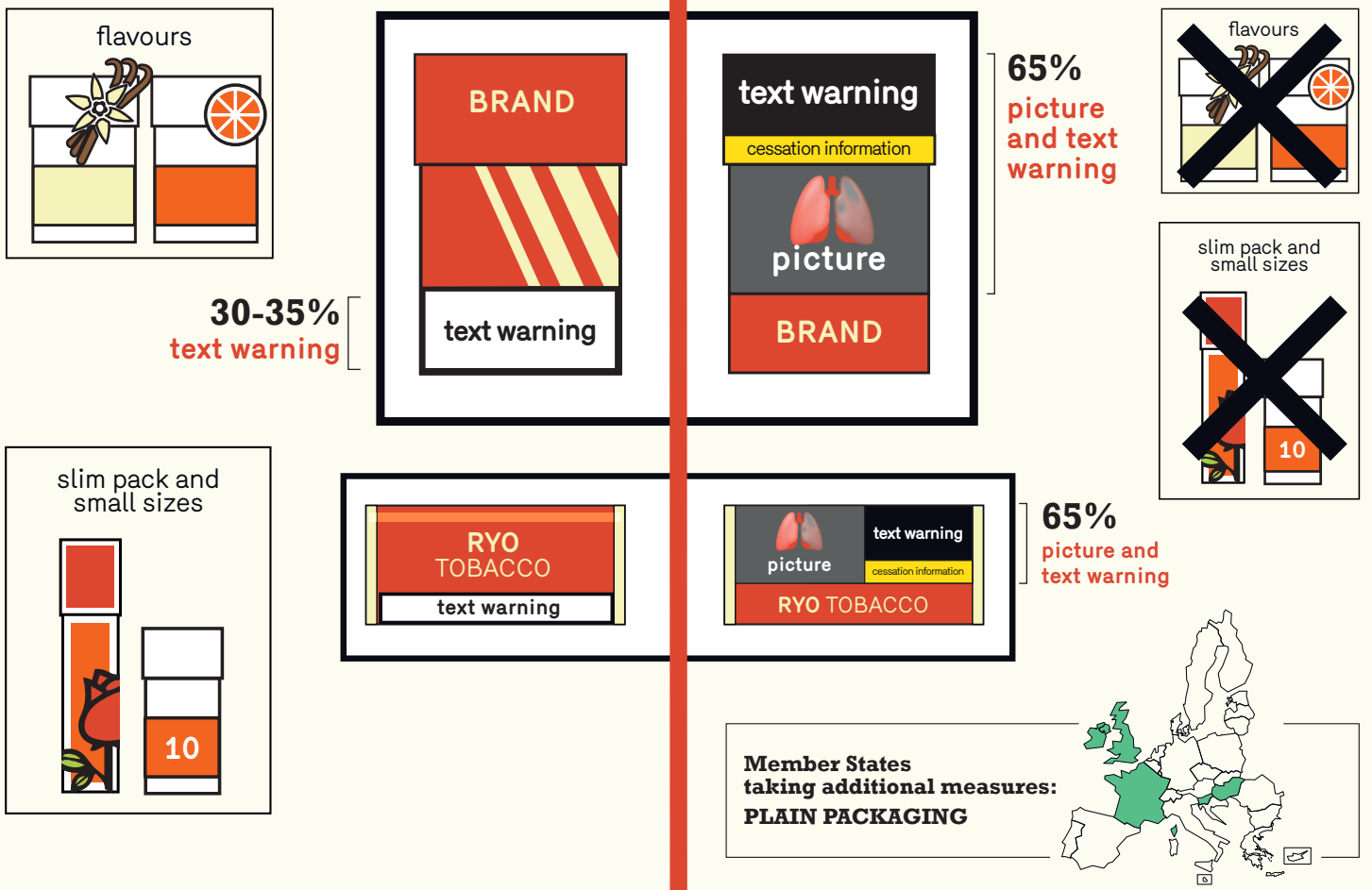


# EU Rules on Tobacco Products

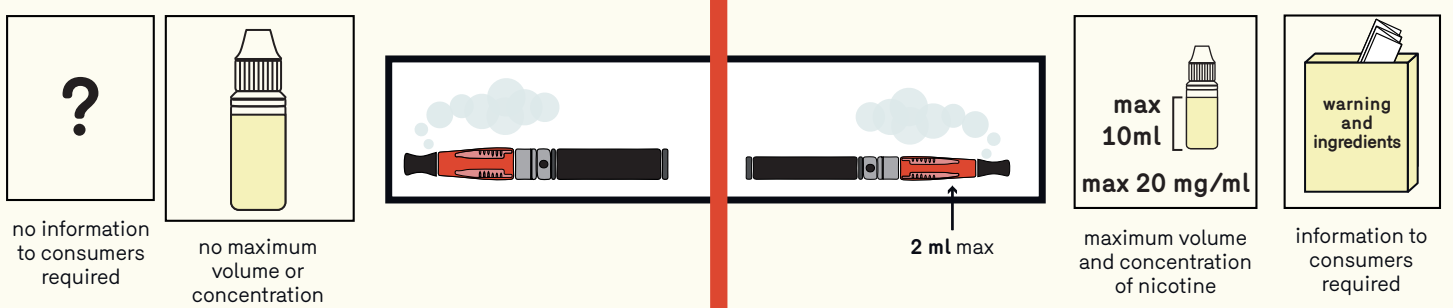
BEFORE

AFTER

## CIGARETTES AND ROLL-YOUR-OWN TOBACCO (RYO)



## ELECTRONIC CIGARETTES (CONTAINING NICOTINE)



## COMBATting ILLICIT TRADE

### Traceability

Tracking and tracing system with unique identifier

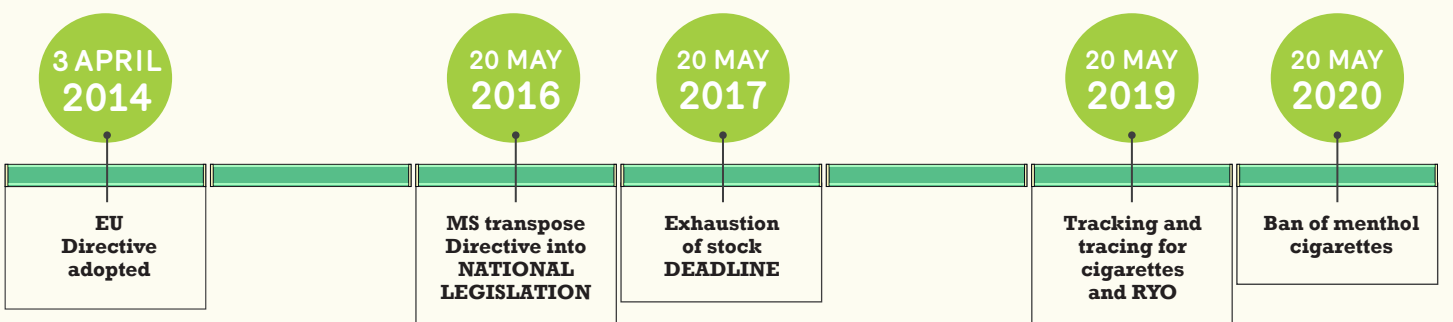


### Security features

Such as:



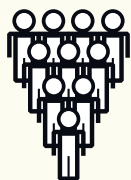
## IMPLEMENTATION TIMELINE



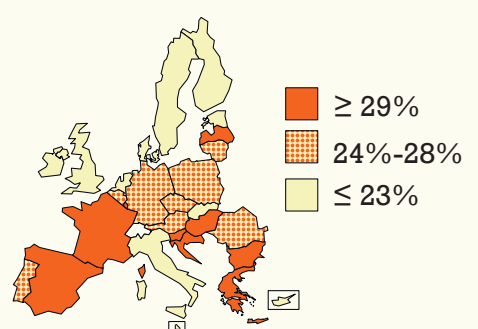
## IMPROVE HEALTH, REDUCE COSTS

**700 000** premature deaths in EU per year

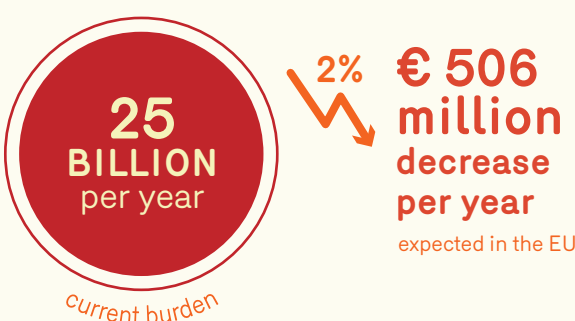
the equivalent of the whole population of Seville



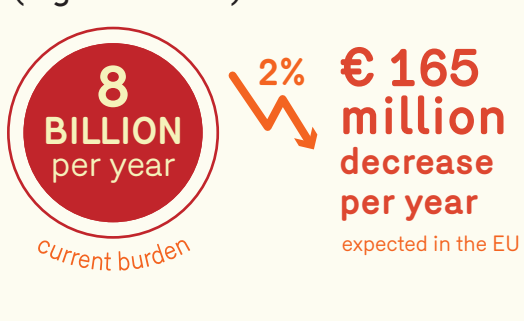
**Smokers in the EU** (data from 2014)



**EU public healthcare costs** caused by tobacco consumption



**Productivity losses** due to tobacco (e.g. sick leave)



**2% = 2.4 million** fewer smokers in the EU

