

ELEKTRONICKÉ CIGARETY vs. SPALOVANÝ TABÁK

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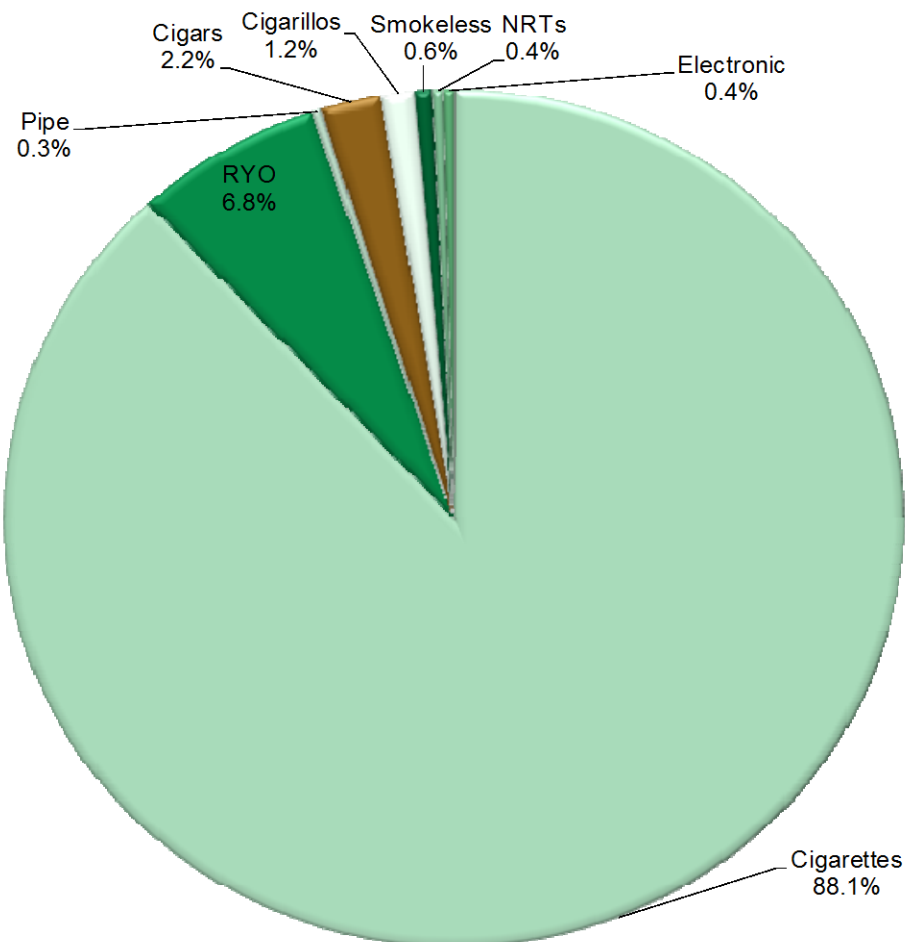
Konírna, Parlament PS ČR, 24. 9. 2015

NIKOTIN

- **Není** kancerogen (IARC, WHO¹)
- Od 2009 je na seznamu esenciálních léků WHO
- Omezit užívání nikotinu není reálné
- HR: omezit **škodlivé** užívání nikotinu
- Návykový x benefity?
- Metabolity nikotinu vznikají většinou při hoření a v reakci s jinými látkami tabákového kouře

¹ Other Data Relevant to an Evaluation of Carcinogenicity and its Mechanisms, in: IARC Monographs, vol. 89, www.iarc.fr

ZDROJE NIKOTINU NA TRHU EU



Executive Agency for Health and Consumers, Specific Request EAHC/2011/Health/11 for under EAHC/2010/Health/01 Lot 2:

Economic analysis of the EU market of tobacco, nicotine and related products. Revised Final Report. 20

E-CIGARETY – lépe “SYSTÉMY K INHALACI NIKOTINU BEZ SPALOVÁNÍ”

+ KLADY

- Absence hoření, kouře, zápachu, tisíců chemikálií
- Absence nedopalků
- Nehrozí požáry
- Minimalizace/absence rizika pasivního kouření

- ZÁPORY

- Udržování/prohlubování, vznik závislosti
- Falešný dojem bezpečného kouření
- Příchutě – lákavé pro děti, dojem neškodnosti
- Nejasné složení, chybí regulace

DNES 4 GENERACE VÝROBKŮ





<http://invape.com/have-a-coke-and-a-vape/>



<http://invape.com/have-a-coke-and-a-vape/>



EC a NOVÁ DIREKTOVA EU O TABÁKOVÝCH VÝROBCÍCH platná od 2016

- Maximální koncentrace nikotinu 20 mg/ml
- Maximální objem jedné náplně 2 ml (jednorázové), resp. 10 ml (opakovaně plnitelné)
- Bude-li jedna značka ve 3 zemích ze zdravotních důvodů zakázána, bude zákaz platit pro celou EU
- Výrobci: skupuje tabákový průmysl

PHILIP MORRIS

- 300 vědců
- 2 mld USD investice
- 500 patentů již dnes, 1000 žádostí podaných
- 2014 klinické studie, www.clinicaltrials.gov
- 2016 na trhu
- Do konce 2016: 30 mld jednotek
- Nová továrna (Bologna, It.)

PASIVNÍ KOUŘENÍ x E-CIGARETY

- Zdravotní riziko zřejmě zcela minimální
- Prezentace e-cigarety jako symbolu svobodného kouření bez zákazů ve veřejných prostorech
- Normalizace kouření?

DEAR SMOKING BAN,



blu ELECTRONIC CIGARETTE

Take back your freedom to smoke anywhere with blu electronic cigarettes. blu produces no smoke and no ash, only vapor, making it the smarter alternative to regular cigarettes. It's the most satisfying way to tell the smoking bans to kiss off. Okay, maybe the second-most satisfying way.

New blu Smart Pack

blucigs.com

8+ only.

CALIFORNIA PROPOSITION 65 Warning: This product contains nicotine, a chemical known to the state of California to cause birth defects or other reproductive harm.

Rewrite The Rules.

FIN

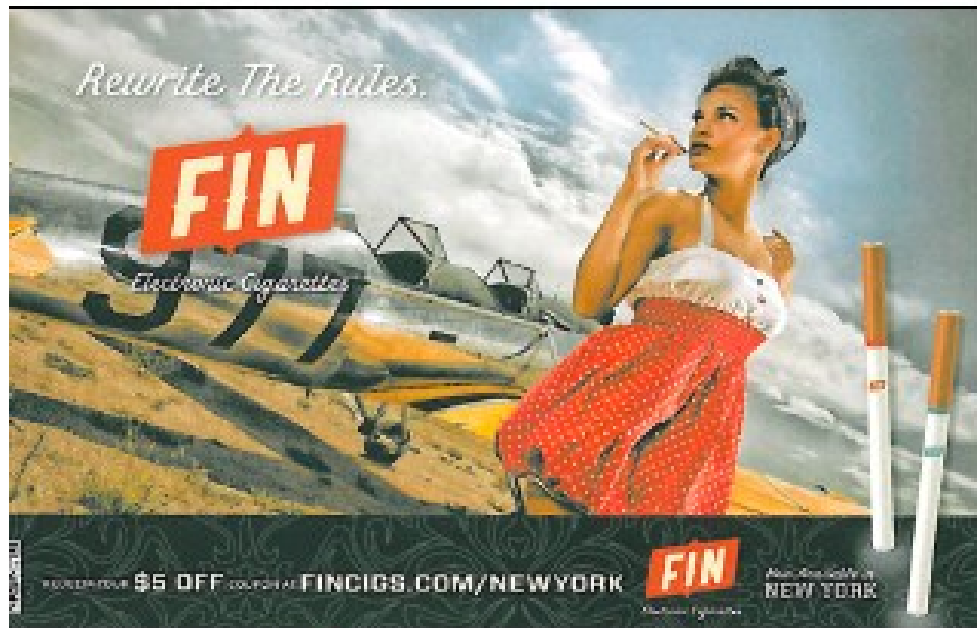
Electronic Cigarettes



REDEEM YOUR **\$5 OFF** COUPON AT FINCIGS.COM/ROLLINGSTONE

FIN
Electronic Cigarettes

REKLAMA PODOBNÁ CIGARETOVÉ REKLAMĚ

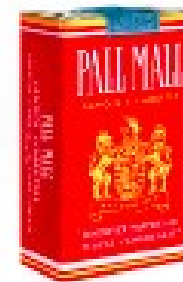


Cigarette Ad 




As signatures, as in several past pieces, it's another design that makes the big difference!

*"You'll like Pall Mall's modern design—
it filters the smoke—lessens throat irritation!"*



■ **Structure (Design)** ... That's the keynote to national defense now as played on land, sea and in the air. For instance, modern design makes the big difference in today's **armies**, **logistical** and **naval** power—a **big** difference when there are no males.

Talk with the man who fly those planes. They'll tell you that in appearance, as in actual pilot planes, it's modern design that makes the big difference.

Ball Italia's modern design marks the greatest forward step in smoking pleasure in thirty years. For this revolutionary cigarette is **deliberately designed** to give you a sensation, but nothing more. It is a sensation, but nothing more. It is a sensation, but nothing more. It is a sensation, but nothing more.

and they in full tell the reader it was: withy blow—blow generally was a 10% longer word of full with's condition: the first sentence.

Fall 2011's modern design also means a definitely **younger** audience. The additional length works the same, too—**gone** **and** **of** **love** **and** **like** **on** **the** **way**.

More, at last—thanks to modern drugs —a truly free cigarette provides **a fix** what other cigarettes **don't** in therapy — a nicotine-free nicotine replacement that

Power to You Mail, by Pam Mall, originally "You'll Like Pam Mall's Modern Design—It Shows the world... (more...)"

"PROPOSED PARTICULARS: NONE CONCERNED"

[illegible]

Cigarette Ad >>



Vapor Shark E-Cigarette Billboard, Florida, 2013

as we've documented, manufacturers of electronic cigarettes are using the same slick tactics long used to market regular cigarettes to kids. They have celebrity pokespeople, ads with rugged men and glamorous women just like the Marlboro men and Virginia Slims women of old, race car sponsorships, sweet flavors and even a cartoon pitchman.

Now one e-cigarette retailer has stooped to a new low in copying Big Tobacco's playbook. Vapor Shark features Santa Claus in a billboard ad for its e-cigarettes that was spotted on I-95 in Miami. The company's products come in a wide variety of flavors including "Candy Cane Menthol," "Sour Apple" and "Blueberry Waffle."

Where might Vapor Shark have gotten the idea to use Santa in its ad? Maybe from looking at old tobacco ads, which for decades featured the jolly old man in red himself.

Santa was often depicted happily smoking a pipe or cigarette, sometimes with a sack full of cigarette cartons instead of toys. Not only was this an attempt by tobacco companies to associate smoking with the good cheer of the holidays, it was also a strategy to attract Santa's most loyal audience: children.



Vintage Lucky Strike Ad (1935)

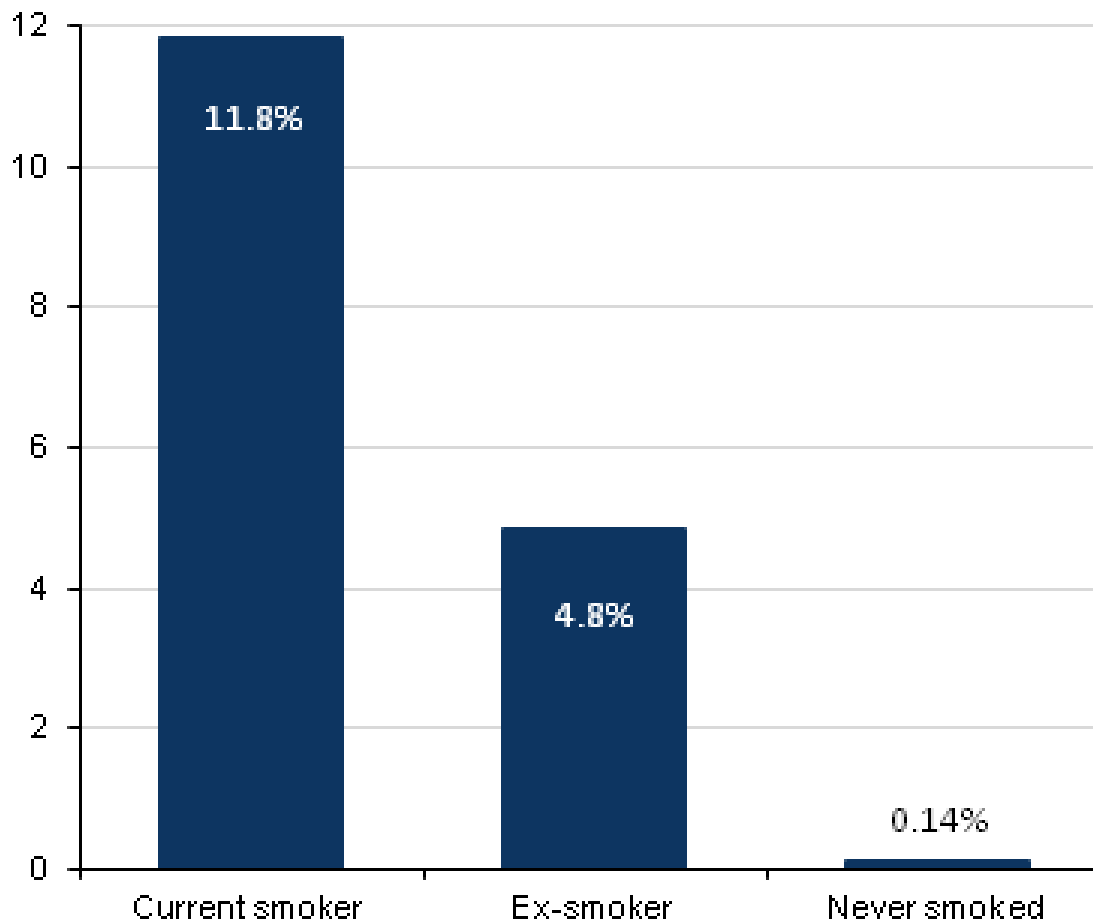
E-CIGARETY PŘI ODVYKÁNÍ

- Několik studií ukázalo, že mohou pomoci
- Nejsou doporučeným lékem
- ALE: pokud pacient nepřestane s intenzivní, evidence-based léčbou, jsou jistě lepší alternativou než kouření

= harm reduction

KDO UŽÍVÁ E-CIGARETY? (UK, 2014)

Proportion (%) who use e-cigarettes



TABÁKOVÝ PRŮMYSL

- Silná pozice
- Naivní představa, že by “zmizel”
- Všechny velké firmy mají e-cigarety
- Změna na farmaceutický průmysl?

HARM REDUCTION PRO UŽÍVÁNÍ TABÁKU

- Opatrný přístup: špatná zkušenost s filtry (60. léta) a “lightkami” (80. léta)



HARM REDUCTION

~~ZDRAVĚJŠÍ~~

MÉNĚ ŠKODLIVÉ, MÉNĚ
TOXICKÉ

HARM REDUCTION

- **E-cigarety**
- **Omezování/redukce kouření, ALE:**
 - jen s farmakoterapií (kompenzační kouření!)
 - časově omezeně (týdny, max. měsíce)
- **Bezdýmný tabák**

NEBEZPEČNÉ ZAŘÍZENÍ

Kouříte elektronickou cigaretu? Pozor! Muži explodovala v puse



Zdroj: Profimedia

Elektronická cigareta (ilustrační foto)

This Provisional PDF corresponds to the article as it appeared upon acceptance. Fully formatted PDF and full text (HTML) versions will be made available soon.

**Peering through the mist: systematic review of what the chemistry of
contaminants in electronic cigarettes tells us about health risks**

BMC Public Health 2014, **14**:18 doi:10.1186/1471-2458-14-18

Igor Burstyn (igor.burstyn@drexel.edu)

Electronic cigarettes: review of use, content, safety, effects on smokers and potential for harm and benefit

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ABSTRACT

Aims We reviewed available research on the use, content and safety of electronic cigarettes (EC), and on their effects on users, to assess their potential for harm or benefit and to extract evidence that can guide future policy.

Tuesday, September 22, 2015

IN MY VIEW: Electronic Cigarettes are Not Renormalizing Smoking, Anti-Tobacco Groups Are

In an [op-ed piece](#) published in the *Lexington Herald-Leader*, Audrey Darville - a tobacco treatment specialist at the University of Kentucky and an assistant professor in the UK College of Nursing - writes:

"In the 1970s, the U.S. Congress banned tobacco ads to protect our impressionable youth from perceiving smoking as socially desirable.

Michael Siegel

Dr. Siegel is a Professor in the Department of Community Health Sciences, Boston University School of Public Health. He has 25 years of experience in the field of tobacco control. He previously spent two years working at the Office on Smoking and Health at CDC, where he conducted research on secondhand smoke and cigarette advertising. He has published

OJEDINĚLÉ OTRAVY (jednotky), PŘEDÁVKOVÁNÍ V USA (řádově tisíce) versus 6 MILIONŮ ÚMRTÍ V DŮSLEDKU KOUŘENÍ/ROK GLOBÁLNĚ

Nicotine Poisoning in an Infant

TO THE EDITOR: Reports to U.S. poison control centers of possible nicotine toxicity tripled from 2012 to 2013.^{1,2} Although nicotine toxicity is not a new phenomenon, the emergence of electronic cigarettes ("e-cigarettes") has spawned a market for highly concentrated liquid nicotine. This phenomenon has resulted in unprecedented access to potentially toxic doses of nicotine and other harmful compounds in the home. We report a case of a child who was poisoned by e-cigarette refill liquid ("e-liquid").

Vomiting, tachycardia, grunting respirations, and truncal ataxia developed in a 10-month-old boy after he ingested a "small" amount of e-liquid nicotine. The vaping (or "vape") shop that compounded the product reported that it contained a nicotine concentration of 1.8% (18 mg per milliliter) and unknown concentrations of oil of wintergreen (methyl salicylate), glycerin, and propylene glycol.

Multiple toxidromes that could have been associated with ingestion of this type of product include cholinergic crisis and salicylism. Low doses of nicotine frequently have stimulant effects (e.g., tachycardia). Vomiting is common with enteric exposures. Signs of central nervous system toxicity include ataxia and seizures. As doses increase, loss of nicotinic receptor specificity may occur and result in signs of muscarinic cholinergic toxicity, including extreme secretions and gastrointestinal disturbance. The highest levels of poisoning can result in neuromuscular blockade, respiratory failure, and death. Small ingestions could be deadly. With an estimated median lethal dose between 1 and 13 mg per kilogram of body weight, 1 teaspoon (5 ml) of a 1.8% nicotine solution could be lethal to a 90-kg person.^{3,4}

Fortunately, our patient's levels of consciousness, hemoglobin oxygen, and serum salicylate, as well as findings on chest radiography and his

basic metabolic profile, were all normal. The boy did not require antidote therapy (usually atropine or scopolamine to combat cholinergic activity) and recovered baseline health 6 hours after ingesting the poison.

The Food and Drug Administration does not currently regulate nontherapeutic nicotine; this raises concern that in the ballooning unregulated liquid nicotine market there may be variability in nicotine dosing and introduction of unintended toxic ingredients. Lack of regulatory oversight has resulted in inconsistent labeling, insufficient or nonexistent child protective packaging, and product design and flavoring that may encourage children to explore and ingest these products. Figure 1 shows labeling that contains suggestions of edible ingredients ("lemonade"), visually appealing cartoons, and handwritten labels of uncertain reliability.



Figure 1. Three Examples of Over-the-Counter Liquid Nicotine Products. The nicotine concentration in the vials (left and center) is 1.8%. The hand-labeled container on the right was found next to the patient described in our letter.

→ CIGARETY JSOU O 95 % NEBEZPEČNĚJŠÍ

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Press release

E-cigarettes around 95% less harmful than tobacco estimates landmark review

From: [Public Health England](#)
First published: 19 August 2015
Part of: [Smoking](#)

Expert independent review concludes that e-cigarettes have potential to help smokers quit.



An [expert independent evidence review](#) published today by Public Health England (PHE) concludes that e-cigarettes are significantly less harmful to health than tobacco and have the potential to help smokers quit smoking.

Key findings of the review include:

- the current best estimate is that e-cigarettes are around 95% less harmful than smoking
- nearly half the population (44.8%) don't realise e-cigarettes are much less harmful than smoking

Děkuji za pozornost

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