



ENSP - EUROPEAN NETWORK FOR SMOKING PREVENTION aisbl

Brussels, 9th November 2005

PRESS RELEASE

A 'safe cigarette' will never exist

New industry announcements are cynical pieces of a coarse strategy to gain addicts

A safe cigarette will never exist. New formulas and performed varieties of toxic products such as 'safer cigarettes' will still being lethal, causing causalities and major illnesses among both smokers and second-hand smokers all European citizens.

ENSP has stated in several occasions¹ that **tobacco smoke must be considered as a carcinogenic by itself**. Attempts to regulate separately toxic substances contained in the lethal cocktail of a cigarette are leading to this kind of marketing manoeuvres by tobacco industry to introduce even more insane varieties of toxic products.

New industry announcements on 'safer cigarettes' are based on a coarse strategy, trying to be noticeable while the legal opportunity to do publicity of tobacco products is being seriously restricted all around Europe, as Irish, Italian, Swedish, Maltese and most recently Spanish bans on promotion and publicity of tobacco products are demonstrating.

From ENSP we encourage to all members states and health authorities to promote a safe Europe, based on the recognition of tobacco smoke as carcinogenic and the total ban of smoking in every public and workplace.

¹See attached ENSP Open letter sent to Commissioner Kyprianou

For further information, please contact:

Paloma Martín
Research and Strategy
p.martin@ensp.org
Tel +32 (0)2 230 65 15

Sophie Van Damme
Information Officer
s.vandamme@ensp.org
Tel +32 (0)2 230 65 15

This text is meant to be used for publication in media. Please mention the source-ENSP
