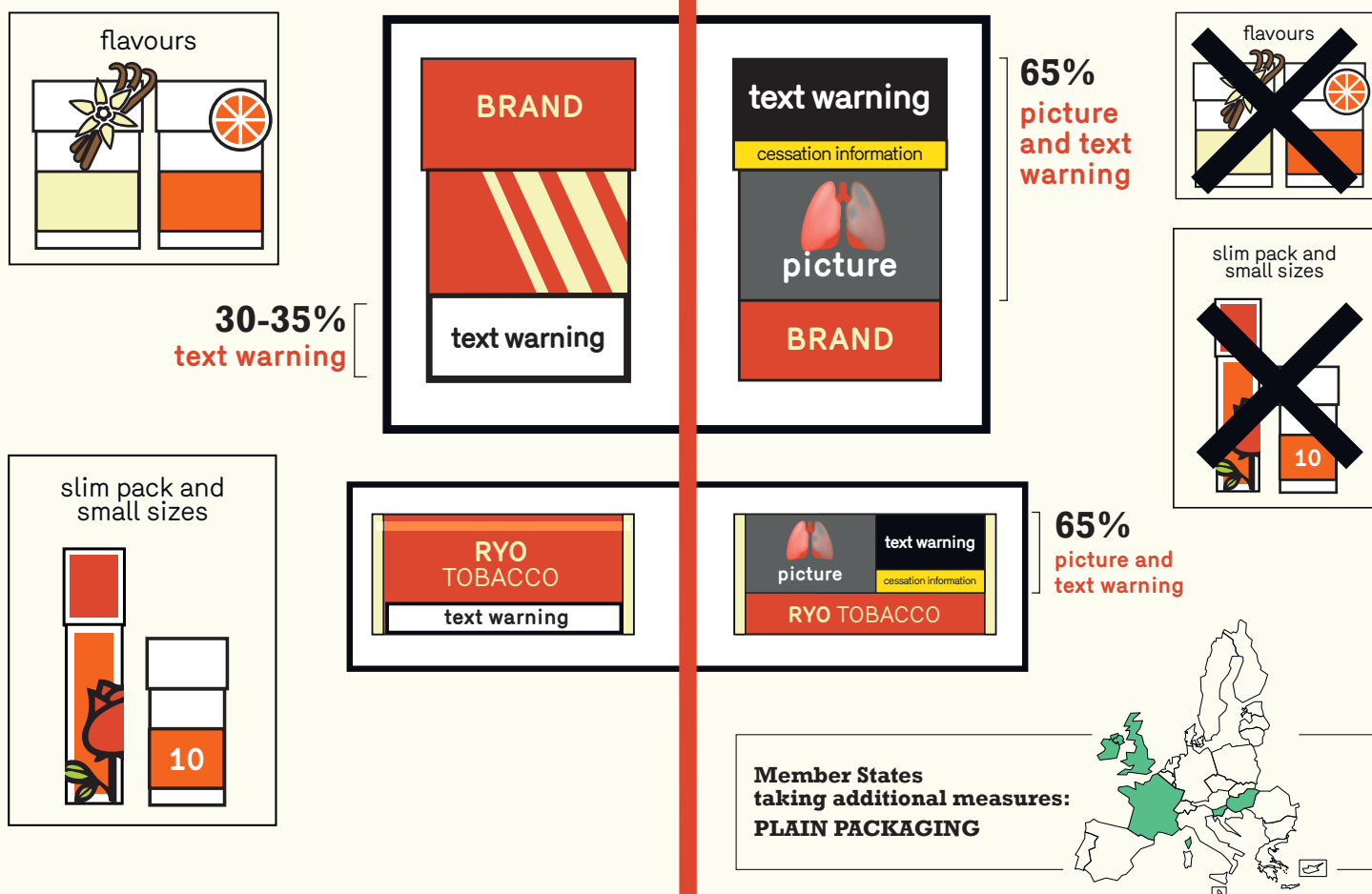


EU Rules on Tobacco Products

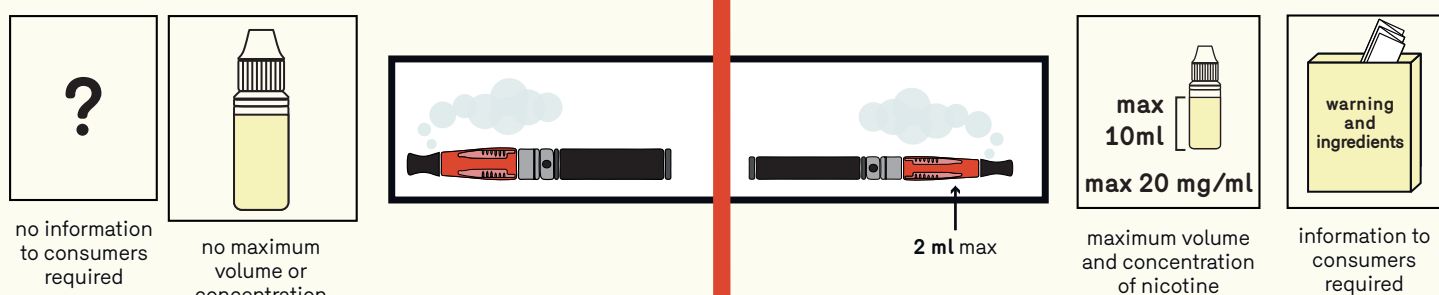
BEFORE

AFTER

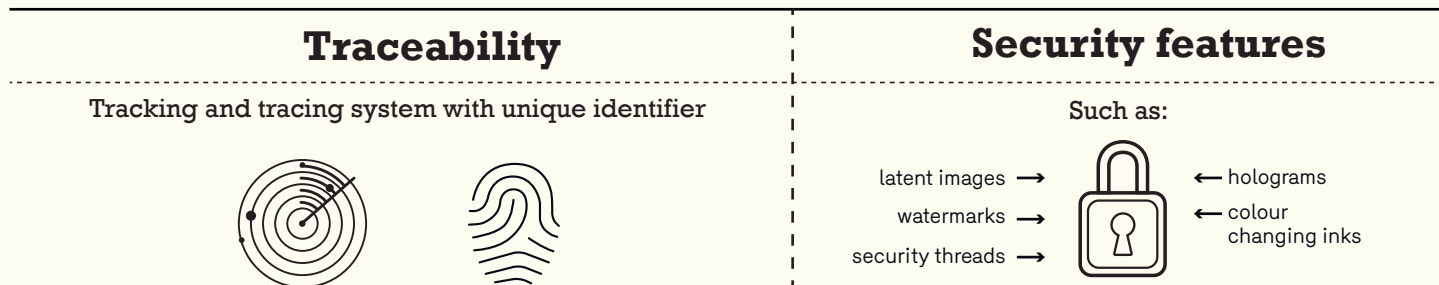
CIGARETTES AND ROLL-YOUR-OWN TOBACCO (RYO)



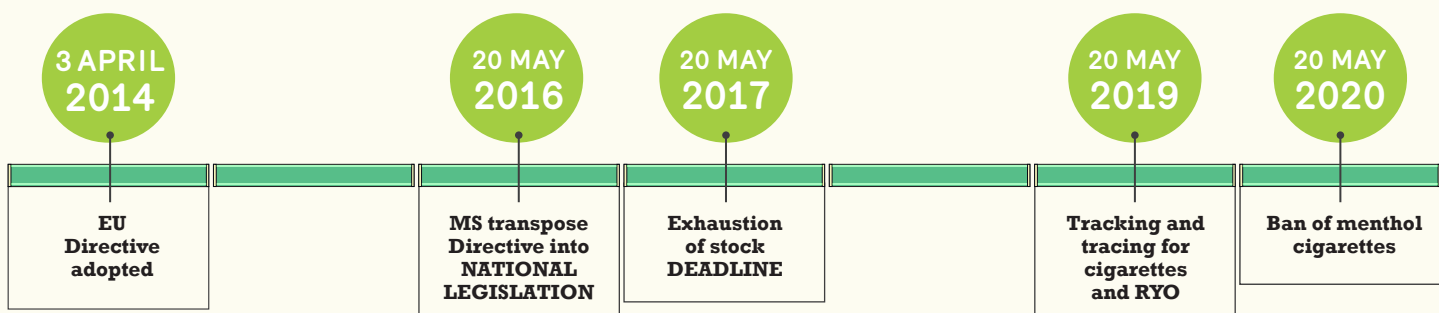
ELECTRONIC CIGARETTES (CONTAINING NICOTINE)



COMBATTING ILLICIT TRADE



IMPLEMENTATION TIMELINE



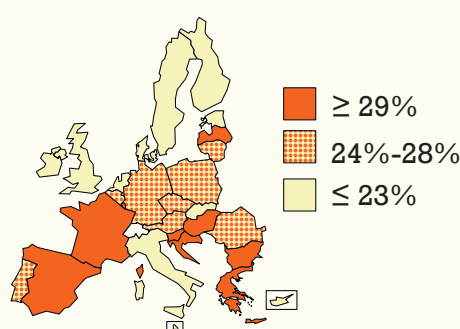
IMPROVE HEALTH, REDUCE COSTS

700 000
premature
deaths in EU
per year

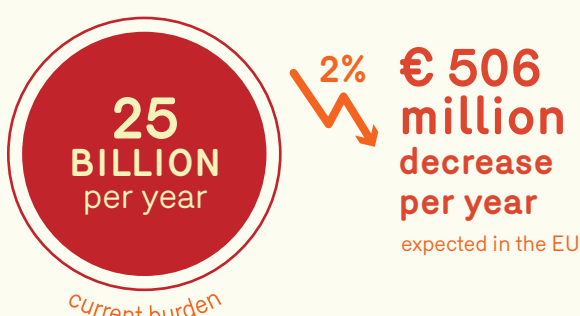
the equivalent of the **whole**
population of Seville



**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

