

Highlights of



OBSERVATÓRIO SOBRE AS ESTRATÉGIAS DA INDÚSTRIA DO TABACO

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Highlights 20

The Tobacco Industry and Its Sponsorship Tactics in Formula 1

In August 2023, McLaren and its sponsor were the subject of allegations ahead of the Formula 1 Dutch Grand Prix. According to the UOL portal, subsidiaries of British American Tobacco (BAT) were promoting nicotine pouches and electronic cigarettes to gain visibility during the sports event, even though this is prohibited by tobacco product advertising regulations in many countries, including the Netherlands.

This strategy aims to indirectly associate tobacco use with positive emotions and a successful image, as it was used in the past to promote conventional cigarettes.

This is just another example of the tactics the tobacco industry employs to continue spreading its products and, consequently, harming the health of millions of people.

They continue to challenge marketing restrictions, appealing to the public in subtle ways.

It's important to remember that any form of tobacco product is harmful to public health.

Source:

<https://motorsport.uol.com.br/.../f1-mclaren-e.../10508784/>

The Tobacco Mafia

An article published on the website "O Joio e O Trigo" in September 2023 brought alarming information to light regarding the influence of the tobacco industry and its obscure connections with the government.

For many, it may seem like the battle against smoking has already been won, and awareness campaigns and strict regulations have reduced tobacco consumption. However, the reality is much more complex than it appears at first glance.

The tobacco mafia, as exposed in the article, is a global network of dark interests that is far from disappearing. It operates in the shadows, manipulating markets, evading taxes, corrupting politicians, and primarily targeting young, vulnerable individuals.

Tobacco remains the leading preventable cause of death worldwide. Exposure to secondhand smoke affects not only smokers but also those around them.

In 2014, the Collegiate Board of Anvisa published RDC 14/2012, which prohibited the use of additives. In 2018, this issue came before the Supreme Federal Court (STF), and the result of the trial was a tie, causing the case to return to lower courts.

This is so that there is an effective ban on additives intentionally placed in tobacco products to add flavor and reduce smoke irritation.

Educating younger generations about the health risks associated with tobacco is essential to create a future free from addiction.

Source:

https://ojoioetrigo.com.br/2023/09/sulamericana-mafia-do-cigarro-stf/?fbclid=IwAR1mxC5ZB3PORdjsp4rA3Wit2XPdavR6N18KfU-9q4ht8Tj2-LJ7wB_yHyM



Public Hearing: Legalization of Electronic Cigarettes in Brazil

In September 2023, at the request of Senator Soraya Thronicke (PODEMOS-MS), a public hearing was held to advocate for the "regulation" of electronic cigarettes in Brazil.

However, this plea is a misunderstanding because Electronic Smoking Devices (DEFS), including electronic cigarettes, have been prohibited in Brazil since 2009 under RDC 46/2009. Therefore, they are regulated.

In this hearing, experts, healthcare professionals, and industry representatives brought forth various conflicting perspectives on these products, including their impact on public health and society as a whole.

While some experts emphasized the importance of maintaining their prohibition, citing health risks associated with electronic cigarettes, others argued in favor of consumer choice.

In July 2022, the technical team of Anvisa prepared the Regulatory Impact Report (AIR_DEF_DICO), consisting of hundreds of scientific studies indicating that the use of DEFS poses substantial health risks.

Source:

<https://www12.senado.leg.br/noticias/materias/2023/09/28/debatedores-nao-convergencia-sobre-regulamentacao-de-cigarro-eletronico?fbclid=IwAR22wmyP5t7RkdBjUhihN9Voljek16dbbIXPBmTR0vHU5C-YTReUEjVmGE>



Facts About the Tobacco Strategy in the United Kingdom

BAT Brazil published a report through CNN Brazil regarding the adoption of electronic cigarettes by the United Kingdom as an effective health harm reduction measure.

It's important to note that the situation of smoking and public health policies varies from country to country. The UK's case cannot simply be transplanted to the Brazilian reality. The UK has a specific approach to harm reduction based on scientific evidence and tailored strategies for its population. This does not imply that the same strategy is effective and safe everywhere.

Furthermore, it's important to recognize that the tobacco industry's strategy aims to divert attention from the risks associated with the use of electronic cigarettes.

It should be remembered that electronic cigarettes are not without risks, and various countries continue to conduct scientific studies to determine their long-term effects. The safety of using electronic cigarettes is still a subject of debate in the scientific community.

Source:

<https://www.cnnbrasil.com.br/branded-content/nacional/por-bat-por-que-inglaterra-adotou-cigarro-eletronico-para-reducao-de-danos/?fbclid=IwAR1jQLSFCQINin3yWBgEnybuPKV8muPJejWBTtoOX8aCxRr2jn3ZKZBymrG4>



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