

# Highlights of



**OBSERVATÓRIO  
SOBRE AS  
ESTRATÉGIAS  
DA INDÚSTRIA  
DO TABACO**

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## **Editorial: Two Decades of the FCTC and the Current Challenges of Tobacco Control**

Twenty years ago, on February 27, 2005, the Framework Convention on Tobacco Control (FCTC) came into force under the auspices of the World Health Organization (WHO), marking a pivotal milestone in the global fight against tobacco use. This international treaty, one of the fastest adopted in the history of the United Nations, established strict guidelines to reduce tobacco consumption and protect public health from the tobacco industry's tactics. Brazil, as one of the signatory countries, implemented several effective policies inspired by the FCTC, such as the ban on cigarette advertising, the adoption of health warnings on product packaging, and the prohibition of smoking in enclosed spaces.

Despite the progress, challenges remain. The tobacco industry continues to invest in strategies to undermine regulations and introduce new products, such as electronic smoking devices (ESDs). Strengthening control policies and preventing setbacks is an urgent need. We celebrate the achievements of the past two decades, but we also emphasize the importance of maintaining vigilance against the industry's moves.

*By Luis Guilherme Hasselmann - Journalist at CETAB*

## **20 Years of the FCTC: A Milestone in the Fight Against Tobacco**

The World Health Organization's Framework Convention on Tobacco Control (FCTC) marked its 20th anniversary of enforcement in 2025. Since its adoption by the World Health Assembly on May 21, 2003, and its entry into force on February 27, 2005, the FCTC has become one of the most widely accepted treaties in United Nations history, with 182 countries and the European Union joining, covering more than 90% of the global population. This global commitment has driven public policies that have saved millions of lives and significantly reduced tobacco consumption in many countries.

In Brazil, the FCTC played a central role in shaping anti-tobacco policies. Measures such as the ban on cigarette advertising, the mandatory use of health warnings on packaging, and the progressive increase in tobacco product taxes were implemented based on the treaty's guidelines. Additionally, the creation of the Anti-Smoking Law (12.546/2011), which mandates 100% smoke-free environments, and the strengthening of smoking cessation programs have contributed to a significant decline in the prevalence of smokers in the country.

One of the key figures behind the creation and implementation of the FCTC was Brazilian physician Vera Luiza da Costa e Silva. As the head of the WHO FCTC Secretariat from 2014 to 2020, she played a crucial role in promoting and monitoring the treaty globally. Her work was essential to ensure that signatory countries fulfilled their obligations and confronted the tobacco industry's strategies to weaken regulations.

Despite the progress, the tobacco industry continues to exploit regulatory loopholes to promote alternative products, such as electronic smoking devices (ESDs), under the false claim of harm reduction. Despite lobbying by some legislators, Brazil maintains a firm stance by prohibiting these products but faces constant pressure for their release.

The celebration of the FCTC's 20th anniversary should be a moment to reaffirm the global commitment to tobacco control. Protecting past achievements and further advancing control policies are essential tasks to ensure that future generations are free from the devastating impacts of smoking.

Source: [INCA - Framework Convention](#)

### **Anvisa Reinforces Commitment to Public Health by Canceling Visit to Cigarette Manufacturer**

Anvisa canceled a planned visit by one of its directors to British American Tobacco (BAT) in London after criticisms about the potential negative impact of this rapprochement with the tobacco industry. The visit was intended as a technical mission to learn about new technologies, but it was interpreted as a sign of reopening discussions on the legalization of electronic cigarettes in Brazil. The agency reiterated that, so far, there is no sufficient evidence to justify the regulation of these products.

Anvisa's decision aligns with its historical stance on defending public health. The ban on electronic smoking devices was maintained through RDC 855/2024, based on studies that demonstrate their risks, including lung diseases, increased consumption among young people, and lack of effectiveness in smoking cessation.



The cancellation of the visit shows that the agency is committed to avoiding any interference from the tobacco industry in public policy formulation.

Source: [Folha - Anvisa Cancels Visit](#)

## **Tobacco Industry Seeks Repositioning with New Leadership**

BAT Brasil announced Claudia Woods as its new CEO, reflecting the company's strategy to reposition itself in the market and strengthen its influence on the regulation of electronic smoking devices. Woods has previously held executive positions in major digital and financial sector companies, bringing an innovation and technology-driven approach. The change comes as the tobacco industry seeks to consolidate its new-generation products and expand their regulatory acceptance.

Despite the discourse of innovation and social responsibility, BAT continues to sell highly harmful products to health, including conventional cigarettes and ESDs in countries where they are allowed. The industry's repositioning has been marked by investments in marketing and political lobbying to weaken regulations and secure market expansion. It is essential for society and regulatory bodies to remain vigilant to prevent these strategies from jeopardizing progress in tobacco control.

Source: [Exame - New CEO](#)



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**FCTC**  
WHO FRAMEWORK CONVENTION  
ON TOBACCO CONTROL  
SECRETARIAT-OBSERVATORY



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