



20 February 2014

**MEPS! DO NOT SUCCUMB TO THE TOBACCO INDUSTRY!
DO NOT APPROVE THE ANTI E-CIGARETTE PROVISIONS OF THE TPD!**

Letters have been sent from TVECA, which represents one part of the electronic cigarette industry, to the President of the EU Parliament and to the Rapporteur and Shadow Rapporteurs, expressing support for the e-cigarette provisions contained in the Tobacco Products Directive. You may have seen a copy of these letters.

You may have noted that the TVECA logo represents a map of the United States. You should be aware that the market there is more oriented towards relatively inefficient standardised products that mimic classic cigarettes than it is in Europe. It is exactly the kind of market that is of interest to the tobacco companies, which is why they are buying into it.

If you approve the e-cigarette provisions contained in the TPD, you would be benefitting the tobacco industry. The restrictions you would have imposed will severely slow down and in many cases completely stop new products being developed that are very dissimilar to classic cigarettes. The complete ban on advertising you would have decided will benefit only the tobacco industry whose customers will be deprived of the opportunity to discover a formidable competitor that is infinitely less harmful.

Please request that the e-cigarette provisions in the TPD, notably Article 18, be considered separately from the rest of the Directive. Otherwise, you will not be striking a blow against the tobacco industry; you will be protecting it.

Signed as testified by their emblems by the Independent Vapers' Associations and Organisations of Belgium, Netherlands, France, Spain, Denmark, United Kingdom, Germany, Austria, Switzerland, Norway, Finland, Poland, Czech republic and Hungary.

PS: Please note that on 6 February 2014 we also addressed a request to the President of the EU Parliament <http://evun.net/?p=162> but to date have received no reply; not even an acknowledgement.