



Japan Society for Tobacco Control

日本禁煙学会

<http://www.jstc.or.jp/> E-mail desk@nosmoke55.jp
〒162-0063 東京都新宿区市谷薬王寺町 30-5-201
Tel 03-5360-8233 FAX 03-5360-6736

31 August 2018

Mr. Taro Aso, Minister of Finance

Mr. Seiko Noda, Minister for Internal Affairs and Communications

Mr. Shogi Kosakata, Tobacco and Salt Business Manager, Bureau of General Affairs, Ministry of Finance

Mr. Roberta Palatzetti, President, BAT Japan

Sakuta Manabu, Chairperson,
General incorporated association Japan Society for Tobacco Control

Please immediately stop the TV commercials of British American Tobacco, Japan (BAT Japan).

Chronicle

In the television commercial from British American Tobacco, Japan (BAT Japan), which has been broadcast by each commercial broadcast company since late August this year, the following expression is used.

People who smoke and people who do not smoke can enjoy themselves together, looking past a difference in values. British American Tobacco wants to make such a future for tobacco."

This expression is suspected as advertising for the heat-not-burn tobacco "glo (glow)", which the same company applied for a price increase of 40 yen at the Ministry of Finance on 30 August. But in February 2005, Article 13 of "the World Health Organization Framework Convention of Tobacco Control (FCTC)" on "tobacco advertisement, sales promotion and sponsorship" came into effect, as requested by signatory nations. This article prohibits "anything that promotes the sale of tobacco products by using false, misleading or fraudulent means or means that may produce a false impression about the characteristics of tobacco products, its health effects, hazards or emissions" in the advertising, sales promotion and sponsorship of all forms of tobacco. The above practices conflict with this goal.

Also, Ministry of Finance Notification Number 109 "Guidelines for advertisement of manufactured tobacco" (8 March 2004)

https://www.mof.go.jp/tab_salt/tobacco/koukoku20040308.pdf

also clearly contradict the above practices.

Although heat-not-burn tobacco is steamed without using fire, a faint smoke and odor are nonetheless emitted. Also, by using a new form of tobacco, people might misunderstand that this product is harmless, but nicotine and other emissions are still discharged from the device and the actual harm has yet to be thoroughly determined by research. In general, heat-not-burn tobacco is a product for which "harm is difficult to understand and difficult to avoid" and it can create a serious threat for people with asthma, allergies or other pulmonary sensitivities. Also, because cartridges are smaller than traditional cigarettes, accidental ingestion by infants has repeatedly occurred (National Life Center).

Please immediately stop the TV commercial of British American Tobacco, Japan, which is in violation of international conventions and expose citizens to new threats.

This is the end.