



RIP Cigarettes: Tobacco Industry claims refuted

1. **The tobacco industry claims there is no internationally agreed standard for reduced ignition propensity [RIP] cigarettes**

- ☉ Canada, Australia and the 22 US states which already have a standard for RIP cigarettes have all adopted the ASTM 2187 standard or one derived from it.
- ☉ This standard is the result of over 20 years development work and has been found to be robust and replicable.
- ☉ Finland is developing legislation using ASTM 2187 and diverse standards within the EU could have unwelcome implications for the single market.

2. **The tobacco industry claims that the ASTM test is 'inaccurate' because it doesn't relate to 'real world' conditions**

- ☉ The ASTM standard is an easily replicable test which measures whether a lit cigarette self-extinguishes when placed on a given number of layers of standard filter paper. The heat transfer physics are closely related to that of a lit cigarette in a 'real world' situation such as lying on a chair or a bed.
- ☉ The 'real world' is too variable to give a standard test as the propensity for a cigarette to ignite a substance depends on ambient conditions (eg how dry or how windy it is) whereas the propensity to self-extinguish is an attribute of the cigarette itself.
- ☉ Richard Gann, of the US Building and Fire Research Laboratory says about the ASTM test *"The cigarette industry has raised this 'real world' issue for decades. The Technical Study Group and Technical Advisory Group research, combined with our work since then, show that the results are relevant"*.

3. **The tobacco industry claims that EU standards for tobacco product carbon monoxide levels may conflict with RIP standards**

- ☉ The proposed ASTM standard specifies an outcome, not a method or technology that has to be used.
- ☉ Tobacco industry research demonstrates chemicals added to enhance burn rates including sodium acetate, potassium chloride, magnesium carbonate, aluminium sulphate and sodium carbonate also increase carbon monoxide delivery.

4. **The tobacco industry has claimed that smokers might become more reckless if cigarettes are made safer**

- ☉ This runs counter to the principles of product safety and contradicts the tobacco industry's own research which found *"virtually all respondents said they would not alter their current smoking behaviour."*

5. **The tobacco industry claims that fire safer cigarettes are more toxic**

- ☉ Research shows there are no significant differences in toxicity between RIP or fire-safer cigarettes and their conventional counterparts.
- ☉ Tobacco industry research found *"there was no meaningful change found in the overall smoke chemistry"*.

6. The tobacco industry claims that there isn't enough of the special paper to implement the law

- ☉ The same assertion has been made in other jurisdictions but we have been unable to identify a single brand withdrawn on these grounds when legislation came into force.
- ☉ Several technologies exist already to meet the ASTM standard and manufacturers are free to develop new technologies.
- ☉ In responding to the New York State consultation, specialist manufacturer Schweitzer-Mauduit stated that they could step up production to support the full US market in a matter of months.

7. The tobacco industry claims smuggling will increase while legal sales (and tax revenue) suffer

- ☉ Following the introduction of RIP cigarettes in New York a Harvard School of Public Health report concluded "New York has experienced no decline in cigarette sales or excise tax payments since the standard went into effect."
- ☉ The standard does not affect price and research shows few consumers notice the change.

8. The tobacco industry claims that standards for Reduced Ignition Propensity cigarettes haven't reduced fires in New York

- ☉ It is too soon to make a conclusion from published data but the decline in smoking-related fire deaths of one quarter is higher than would normally be considered random.
- ☉ New York has higher rates of tobacco tax than many other states and it is estimated that around one third of cigarettes are smuggled in from out of State. This has reduced the benefits from the introduction of RIP legislation in New York.
- ☉ A failure to adopt EU-wide legislation could potentially have a similar impact among member states adopting RIP, which is why EU wide legislation is necessary.

9. The tobacco industry claims that there is a greater risk of 'coal drop-off' (falling embers) from banded cigarettes which has resulted in court action

- ☉ The coal drop-off has been mentioned as part of a widespread Department of Justice log. However, the hazard of a minor, local burn from a dropped cigarette coal is negligible compared to a strongly burning cigarette that can ignite a fatal fire.
- ☉ In order to support this claim tobacco manufacturers have misrepresented UK government research.

10. The RIP Coalition is simply the tobacco control lobby in disguise

- ☉ Fire brigades and other fire-safety organisations are in the forefront of those championing the introduction of RIP cigarettes. These organisations are not anti-tobacco campaigners.



EU Fire Safety Network

