

## **Email to Go Public from Rothmans Benson & Hedges**

Research of this kind is not only legal and appropriate, it is essential. There are still an estimated five million adult Canadians smoking cigarettes, and we can't leave them behind. It starts with having conversations and ensuring Canadians have access to accurate information so that those who don't quit, understand there are potentially less harmful alternatives to continued smoking.

The purpose of the research with CARP was to gauge the level of knowledge about the overall concept of smoking harm reduction to better understand how to advocate to governments regarding their role in assisting to reduce the harm caused by smoking through effective legislative and regulatory change. There was no commercial involvement or reference to any of Rothmans, Benson & Hedges' (RBH) products as part of the process or discussion at any point.

The "Unsmoke" campaign reflects RBHs' commitment to making our nation a global leader in reducing the harm caused by smoking. Driven by the principle, 'If you don't smoke, don't start; if you smoke, quit; if you don't quit, change,' as a company we are fully transparent about our transformation journey.

Unfortunately, in Canada, access to information about alternatives is heavily restricted by government legislation, as is any scientific information about the relative risks of alternatives as compared to cigarettes.

Change is possible, but it also requires the cooperation of governments to ensure regulations and laws keep pace with scientific-led innovation.

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