



THE ETHRA MANIFESTO

1. ACCESS TO HARM REDUCTION, INCLUDING TOBACCO HARM REDUCTION, MUST BE RECOGNISED AS A HUMAN RIGHT.
2. CONSUMERS OF SAFER NICOTINE PRODUCTS MUST BE RECOGNISED AS ESSENTIAL STAKEHOLDERS IN DISCUSSIONS OF POLICY.
3. REGULATION FOR SAFER NICOTINE PRODUCTS MUST REFLECT THE RISKS RELATIVE TO THE RISKS FROM SMOKING.
4. REGULATORS MUST RECOGNISE THAT HAVING A WIDE CHOICE OF PRODUCTS AND FLAVOURS IS KEY TO THE SUCCESS OF SAFER NICOTINE PRODUCTS IN ENABLING PEOPLE TO STOP SMOKING.
5. REGULATORS MUST CONSIDER THE HARM TO ADULTS WHEN CONSIDERING MEASURES INTENDED TO PROTECT YOUTH.
6. TAX POLICY MUST TAKE INTO ACCOUNT THAT HIGH TAXATION OF SAFER NICOTINE PRODUCTS DETERS SMOKERS FROM SWITCHING.

WE SAY #YESTOTHR AND THE #ETHRA MANIFESTO