



WVA's Response to the Netherlands' Tobacco and Smoking Products Act

On behalf of more than 50,000 nicotine consumers, the World Vapers' Alliance calls on policymakers in the Netherlands to abstain from banning or restricting less harmful alternatives to smoking, including nicotine pouches.

Smoking is the single largest avoidable health risk, responsible for nearly [700,000 deaths yearly in the European Union](#), of which more than [20,000 occur in the Netherlands](#).

With consumer-friendly tobacco harm reduction policies similar to that of the United Kingdom and Sweden, hundreds of thousands of people could switch to less harmful alternatives ([800,000 just to vaping](#)). Tobacco harm reduction saves lives and improves public health, which should be our common goal.

- For very few people (less than 4%), quitting tobacco with no help works. For a few, nicotine replacement therapy (such as nicotine gums or patches) works, and it turns out that for many people, new nicotine alternatives help them with quitting smoking once and for all. Those products range from vaping and heat-not-burn products to snus or nicotine pouches. People are different and therefore need as many options as possible to quit smoking. Doing away with just one of these categories or options means fewer people quitting smoking.
- [Data](#) demonstrates that countries with high adoption of alternative nicotine products have achieved lower smoking rates.
- The [majority](#) of users are former smokers, and the most common reason for the switch is that it is less harmful for their health when compared to smoking.
- The use of snus, a smokeless tobacco product similar to nicotine pouches, has surpassed the smoking of combustible cigarettes in Sweden and Norway. These countries currently have [lower rates](#) of tobacco-related disease when compared to other European nations.
- Prohibition never works. A ban will push many current users back to smoking or the black market to buy risky illicit products.

We strongly urge you to consider the abovementioned information about the harm reduction potential of alternative tobacco products. We also ask all policymakers in the Netherlands to classify nicotine pouches and other less harmful tobacco alternatives as a smoking cessation method rather than implement policies that would have negative consequences both for consumers and public health.