



To "\_\_\_\_\_@pmi.com>
cc \_\_\_\_\_/OIS/DOH@DOH
bcc

Subj Fw: Reduced Harm Tobacco Products (By first class mail ect and e-mail)



Please find a response to your letter dated 5 April 2012 regarding reduced harm tobacco products attached.



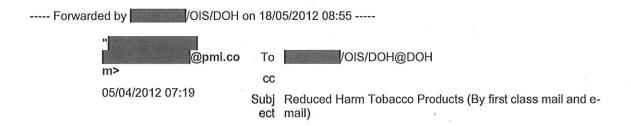
Philip Morris - reduced harm tobacco products, June 2012.pdf

Yours sincerely,

Tobacco Programme Manager Department of Health

Tel: 020 @dh.gsi.gov.uk

Get off cigarettes with NHS support - call 0800 169 0 169 or visit www.nhs.uk/gosmokefree



Dear

**Reduced Harm Tobacco Products** 

I read with interest the Secretary of State for Health's speech at the recent Royal College of Physician conference on smoking and health, and understand from it that the Department of Health is interested in learning more about products that have the potential to reduce the harm caused by smoking. I am part of a team of people at Philip Morris International (PMI) whose role is to develop and assess innovative tobacco products that could substantially reduce the harm caused by conventional tobacco products.

Clearly, preventing initiation of tobacco use and encouraging cessation are the best ways to reduce the harm caused by tobacco use. However, despite the well-known health effects of tobacco use, many people will continue to smoke and use other tobacco products for the foreseeable future. Although many smokers try to quit smoking, nicotine replacement therapies have not meaningfully improved most smokers' long-term chances of successfully quitting smoking. We believe that tobacco products which are scientifically substantiated to reduce risk and which are acceptable to smokers as substitutes for conventional cigarettes can meaningfully contribute to reducing the harm caused by smoking tobacco.

Our approach focuses on eliminating combustion while still providing adult smokers with an experience that is as close to "smoking" as possible. We are rigorously assessing these products, conducting physical and chemical analysis of the product aerosol, *in vitro* and *in vivo* toxicological assays, and short- and long-term clinical research, with the objective of substantiating that using the products instead of conventional cigarettes reduces the risks associated with smoking, and indeed achieves short- and long-term outcomes in line with smoking cessation. We described our efforts and views in a recent letter to DG SANCO as well as in a more detailed submission to the United States Food and Drug Administration, both of which I enclose for your reference.

I would appreciate the opportunity to share more information about our research and development efforts with you and the Department. We would be guided by you as to how best to arrange such a discussion. We fully understand that any such meeting or discussions with the Department would be completely transparent. We also wish to make clear that we do not seek such a meeting to discuss regulation of conventional tobacco products. Rather, we believe that, as the UK begins to consider the role that novel or innovative products may play in tobacco harm reduction, it may be an opportune time to share our efforts in that regard.

I look forward to hearing from you.

R&D Fellow Philip Morris International R&D Philip Morris Product SA Quai Jeanrenaud 5 2000 Neuchatel Switzerland

@pmi.com Direct line: +41

The 2004 United Nations Ad Hoc Inter-Agency Task Force on Tobacco Control Report of the Secretary-General stated, "Even assuming a decrease of overall prevalence at annual rate of 1 per cent, the number of tobacco users would still be expected to increase to 1.46 billion by 2025." United Nations Economic and Social Council (UN ECOSOC), E/2004/55, April 2004.

[iii] See, e.g., H. Alpert, G. Connolly, and L. Biener, A Prospective Cohort Study Challenging the Effectiveness of Population-based Medical Intervention for Smoking Cessation, Tobacco Control (Jan. 10, 2012, Epub ahead of print PMID: 22234781) (finding that almost one-third of recent quitters reported to have relapsed, and that odds of relapse were unaffected by use of nicotine replacement therapies for more than six weeks, either with or without professional counseling).

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FDA white paper submission - 13 Feb 2012.pdf PMI ltr Schnichels DG SANCO 15 Mar 2012.pdf

From: Cooper, Brett [mailto:Brett.Cooper@pmi.com] Sent: 13 August 2013 16:07 To: Cc: Subject: Re: Dept of Health FOI request		at e
Dear		
As per the FOI request in November 2012, could you please confirm the included in the item listed as 'Corresp from Philip Morris.pdf' which re (Chief Scientist) and (Director Produ Compliance) regarding the 2012 Ingredients Report, does not include information itself as referred to in the email correspondence in the ite would just like to confirm the points raised in the letter on page 2 und Be Made Public' and would request that this be followed if this inform Freedom of Information request or any future requests.	lates to a letter to DH from act Assessment and the release of the ingredier am listed as '12 e-mail.dock' ler the heading 'Information	nts '. I
If the above point can be confirmed, we have no objection to the release under this FOI request. As discussed in relation to recent FOI requests documents are released as pdf's so they cannot be changed. In addition with the inclusion of the names of Martin Inkster, Eoin Dardis or myse documents given our names have already been included in previous For could redact the email addresses and mobile phone numbers of all Phonames of and given their names of previously released FOI request it would be appreciated.	, could you please ensure the on, we do not have any issu If in the release of the OI releases. However if you	he ie
Thanks		
Regards		
Brett Cooper		
Phone: +44 20 7076 6000		
Email: Brett.Cooper@pmi.com		

From: [mailto: @dh.gsi.gov.uk]
Sent: Friday, August 09, 2013 3:51 PM

To: Cooper, Brett

Cc:

Subject: Dept of Health FOI request

Mr Cooper

Thank you for your replies to our recent e-mails relating to FOI requests. We have received another one. The request under the Freedom of Information Act 2000 (FOI Act) is for all correspondence between Philip Morris International or Philip Morris Ltd and the Department of Health between October 1 2012 and July 18 2013.

As you will realise, there is some overlap between this request and an earlier one. I am, therefore, only attaching copies of information that we have identified that is additional to that already dealt with in our previous exchanges. Be assured that, as usual, information regarded as personal information will be redacted under section 40 of the Act but for the sake of speed I have not yet completed this exercise for these documents.

As you are aware, the FOI Act requires DH to disclose information in response to a request unless an exemption applies. There are two types of exemption in the FOI Act. The first type is 'absolute' exemption, whereby disclosure may be withheld if the information falls within the terms of the exemption in question. The second type is 'qualified' exemption, whereby information can only be withheld if the balance of the public interest, in all the circumstances of the case, favours maintaining the exemption of the information.

If you wish to notify us of any particular issues or considerations that you consider relevant to the question of disclosure of this information, please contact me. All relevant factors will be taken into account when making a decision on whether the information identified is required to be disclosed, in particular the relevant public interest considerations both in favour of and against disclosure.

More information about the FOI Act is available on the website of Information Commissioner's Office at:

http://www.ico.org.uk/for organisations/guidance index/freedom of information and environme ntal information#exemptions

I am sorry that there are so many separate documents but, hopefully, they are relatively straightforward. I am afraid that we are rather close to our statutory deadline for this case. With apologies for the tight deadline I would, therefore, be grateful if you could respond to me by close **Tuesday 13 August 2013** to enable DH to consider any points you wish to make in reaching a decision on this FOI Act request.

¥						
Yours sincerely						
	¥1					
Tobacco Control Programme						
Dept of Health						
tel 020						
	9					
					•	
This e-mail and any files trans reading, printing, storage, disc prohibited and may be unlawf immediately by using the repl	closure, copying or an ful. If you are not the i	y other action of the second o	on take cipient,	n in respect please notif	of this e-m y the sende	nail is er
Incoming and outgoing e-mail of Health's policy on the use of Health's e-mail policy click	of electronic communi	cations. For	r more			
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From:	(Ways 18)	
	Albert Branch Branch Branch	

Sent: 02 August 2013 16:17

To: Cooper, Brett (Brett.Cooper@pmi.com)

Cc:

Subject: DH Freedom of Information request - our ref FOI 796402

Dear Mr Cooper

I am writing to you about a request for information received by the Department of Health (DH) under the Freedom of Information Act 2000 (FOI Act).

The request relates to correspondence between DH and Philip Morris about the minutes of the meeting on 30 January and related FOI requests between January and July 2013.

DH holds an number of records relevant to the request. These are included in the attached document.

The FOI Act requires DH to disclose information in response to a request unless an exemption applies. There are two types of exemption in the FOI Act. The first type is an 'absolute' exemption, whereby disclosure may be withheld if the information falls within the terms of the exemption in question. The second type is 'qualified' exemption, whereby information can only be withheld if the balance of the public interest, in all the circumstances of the case, favours maintaining the exemption of the information.

Please let me know if you have any views about the question of disclosure of this information under this request, or matters that you wish us to take into consideration.

All relevant factors will be taken into account when deciding whether disclosure of the information identified is required under the FOI Act, in particular where appropriate, the public interest considerations both in favour of and against disclosure.

I would be grateful if you could respond to this email by **Wednesday 7 August 2013** to enable DH to consider any points you wish to make and reach a decision within the FOI Act deadline.

If we do not hear from you by this date, we will assume that you are content with the disclosure of the information concerned.

I look forward to hearing from you. Should you require further information, please do not hesitate to contact me.

Yours sincerely

Tobacco Policy Manager



Tobacco Policy Manager

Department of Health, 133 Waterloo Road, SE1 8UG

Tel: 020

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From: Cooper, Brett [mailto:Brett.Cooper@pmi.com] Sent: 07 August 2013 10:42 To: Cc: Inkster, Martin Subject: RE: Freedom of Information Request	
Hi Market Control of the Control of	
Sure. Could you please send me the information that the DH plans to release under this FOI request	?
Many thanks	
Regards	
Brett Cooper	
Phone: +44 20 7076 6000	
Mobile: +44	
Email: Brett.Cooper@pmi.com	
From:	
Dear Mr Cooper,	
I have received an out of office email from Martin Inkster. Are you able to help with the email below regarding an FOI request?	,

Kind regards



Tobacco Policy Manager

Tobacco, Behaviour Change and Responsibility Deal Department of Health, Wellington House, 7<sup>th</sup> Floor (North)

133-155 Waterloo Road, London SE1 8UG

E: @dh.gsi.gov.uk T: 020

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Sent: 07 August 2013 10:33

To: Martin Inkster ( @pmi.com)
Subject: Freedom of Information Request

Dear Mr Inkster,

I am writing to you in connection with a request for information received by the Department of Health (DH) that is being considered under the Freedom of Information Act 2000 (FOI Act).

The FOI Act request is:

"I am writing to request copies of all correspondence between the Department of Health and Philip Morris International regarding the European Tobacco Products Directive since 1st January 2013."

DH holds records that are relevant to the request, namely:

- Your email to DH, dated 4 March 2013 and the attachments to that email titled;
  - A response to the Department of Health request for Philip Morris Limited (PML) views on the EU Tobacco Products Directive
  - The influence of the availability of menthol cigarettes on youth smoking prevalence –
     Oxford Economics

O NICE Public Health Guidance - Tobacco Harm Reduction. Stakeholder comments

The FOI Act requires DH to disclose information in response to a request unless an exemption applies. There are two types of exemption in the FOI Act. The first type is 'absolute' exemption, whereby disclosure may be withheld if the information falls within the terms of the exemption in question. The second type is 'qualified' exemption, whereby information can only be withheld if the balance of the public interest, in all the circumstances of the case, favours maintaining the exemption of the information.

If you wish to notify us of any particular issues or considerations that you consider relevant to the question of disclosure of this information, please contact me. All relevant factors will be taken into account when making a decision on whether the information identified is required to be disclosed, in particular the relevant public interest considerations both in favour of and against disclosure.

More information about the FOI Act is available on the website of Information Commissioner's Office at:

http://www.ico.org.uk/for organisations/guidance index/freedom of information and environmental information#exemptions

I would be grateful if you could respond to me by **Friday**, **9 August 2013** to enable DH to consider any points you wish to make in reaching a decision on this FOI Act request.

Yours sincerely,



Tobacco Policy Manager
Tobacco, Behaviour Change and Responsibility Deal
Department of Health, Wellington House, 7<sup>th</sup> Floor (North)

133-155 Waterloo Road, London SE1 8UG

@dh.gsi.gov.uk T: 020

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Sent: 08 August 2013 12:27  To: Subject: RE: Freedom of Information request		
Dear Dear		
	. II.'- FOL A II	d
We have no objection to the release of the documents under today, could you please ensure the documents are released a addition, we do not have any issue with the inclusion of name release of the documents, however if you could redact the en- be appreciated.	as pdf's so they cannot es of Philip Morris emp	be changed. In loyees in the
Thanks		
Regards		
*		
Brett Cooper		
Phone: +44 20 7076 6000		
The state of the s		
Mobile: +44		
Mobile: +44  Email: Brett.Cooper@pmi.com	e	
From: [mailto: @dh.gsi.gov.uk]		
From: [mailto: @dh.gsi.gov.uk] Sent: Wednesday, August 07, 2013 1:18 PM To: Cooper, Brett		
From: [mailto: @dh.gsi.gov.uk] Sent: Wednesday, August 07, 2013 1:18 PM		
From: [mailto: @dh.gsi.gov.uk]  Sent: Wednesday, August 07, 2013 1:18 PM  To: Cooper, Brett  Subject: Freedom of Information request		
From: [mailto: @dh.gsi.gov.uk] Sent: Wednesday, August 07, 2013 1:18 PM To: Cooper, Brett		
From: [mailto: @dh.gsi.gov.uk]  Sent: Wednesday, August 07, 2013 1:18 PM  To: Cooper, Brett  Subject: Freedom of Information request		
From: [mailto: @dh.gsi.gov.uk]  Sent: Wednesday, August 07, 2013 1:18 PM  To: Cooper, Brett  Subject: Freedom of Information request	lease under this FOI.	
From: [mailto: @dh.gsi.gov.uk]  Sent: Wednesday, August 07, 2013 1:18 PM  To: Cooper, Brett  Subject: Freedom of Information request  Mr Cooper,	lease under this FOI.	
From: [mailto: @dh.gsi.gov.uk]  Sent: Wednesday, August 07, 2013 1:18 PM  To: Cooper, Brett  Subject: Freedom of Information request  Mr Cooper,	lease under this FOI.	

From: Cooper, Brett [mailto:Brett.Cooper@pmi.com]



Tobacco Policy Manager
Tobacco, Behaviour Change and Responsibility Deal
Department of Health, Wellington House, 7<sup>th</sup> Floor (North)

133-155 Waterloo Road, London SE1 8UG

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To: Cc: Subject: RE: DH Freedom of Information request - our ref FOI 795670
Dear and and
We have no objection to the release of the attached documents under this FOI request. As discussed today, if you could redact my mobile number from the email it would be appreciated. As our names have already been published in the minutes and in the media relating to the attached, all the remaining information, including the names of those copied are fine to be released as per the attached.
Thanks
Regards
Brett Cooper
Phone: +44 20 7076 6000
Mobile: +44
Email: Brett.Cooper@pmi.com
From: [mailto: @dh.gsi.gov.uk]  Sent: Friday, August 02, 2013 2:48 PM  To: Cooper, Brett
Cc: Subject: DH Freedom of Information request - our ref FOI 795670
e la la companya de la companya del companya de la companya del companya de la co
Dear Mr Cooper

From: Cooper, Brett [mailto:Brett.Cooper@pmi.com]

I am writing to you about a request for information received by the Department of Health (DH) under the Freedom of Information Act 2000 (FOI Act).

The request relates to *inter alia* correspondence between DH and Philip Morris about the Centre of Economic Business Research study entitled *Quantification of the economic impact of plain packaging for tobacco products in the UK* between January and July 2013.

DH holds one record relevant to the request, namely your email of 2 April 2013. A redacted copy of this email is attached.

The FOI Act requires DH to disclose information in response to a request unless an exemption applies. There are two types of exemption in the FOI Act. The first type is an 'absolute' exemption, whereby disclosure may be withheld if the information falls within the terms of the exemption in question. The second type is 'qualified' exemption, whereby information can only be withheld if the balance of the public interest, in all the circumstances of the case, favours maintaining the exemption of the information.

Please let me know if you have any views about the question of disclosure of this information under this request, or matters that you wish us to take into consideration.

All relevant factors will be taken into account when deciding whether disclosure of the information identified is required under the FOI Act, in particular where appropriate, the public interest considerations both in favour of and against disclosure.

I would be grateful if you could respond to this email by **Wednesday 7 August 2013** to enable DH to consider any points you wish to make and reach a decision within the FOI Act deadline.

If we do not hear from you by this date, we will assume that you are content with the disclosure of the information concerned.

I look forward to hearing from you. Should you require further information, please do not hesitate to contact me.

Yours sincerely

Tobacco Policy Manager



**Tobacco Policy Manager** 

Department of Health, 133 Waterloo Road, SE1 8UG

Tel: 020

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From: Cooper, Brett [mailto:Brett.Cooper@pmi.com]
Sent: 22 August 2013 18:20
To:
Cc:
Subject: RE: DH Freedom of Information request - our ref FOI 801464
Dear

Given my mobile number has already been redacted from the attached correspondence and they are in pdf format, we have no objection to the release of the attached documents under this FOI request.

Thanks

Regards

**Brett Cooper** 

Phone: +44 20 7076 6000

Mobile: +44

Email: Brett.Cooper@pmi.com

From:

Sent: 20 August 2013 15:06

To: 'Cooper, Brett' Cc:

Subject: DH Freedom of Information request - our ref FOI 801464

Dear Mr Cooper

Many thanks for your responses to my recent emails about FOI requests. We have received another request under the Freedom of Information Act 2000 (FOI Act).

The request relates to correspondence between DH and Philip Morris about standardised packaging between 1 February 2012 and 12 August 2013. Much of this period is covered by recent FOI requests so we will direct the correspondent to the earlier responses.

DH holds two additional emails relevant to the request and a redacted copy of these email is attached.

The FOI Act requires DH to disclose information in response to a request unless an exemption applies. There are two types of exemption in the FOI Act. The first type is an 'absolute' exemption, whereby disclosure may be withheld if the information falls within the terms of the exemption in question. The second type is 'qualified' exemption, whereby information can only be withheld if the balance of the public interest, in all the circumstances of the case, favours maintaining the exemption of the information.

Please let me know if you have any views about the question of disclosure of this information under this request, or matters that you wish us to take into consideration.

All relevant factors will be taken into account when deciding whether disclosure of the information identified is required under the FOI Act, in particular where appropriate, the public interest considerations both in favour of and against disclosure.

I would be grateful if you could respond to this email by close on Tuesday 27 August 2013 to enable DH to consider any points you wish to make and reach a decision within the FOI Act deadline.

If we do not hear from you by this date, we will assume that you are content with the disclosure of the information concerned.

I look forward to hearing from you. Should you require further information, please do not hesitate to contact me.



**Tobacco Policy Manager** 

Department of Health, 133 Waterloo Road, SE1 8UG

Tel: 020

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