

Introduction



SAFER CHOICES?

THE RISK SPECTRUM

We are committed to developing a range of next generation tobacco and nicotine products across the risk spectrum.



TOBACCO HEATING DEVICES
These products contain blended or processed tobacco, just like conventional cigarettes, but instead of being burned the tobacco is heated to vaporise the nicotine and some tobacco flavouring compounds into an aerosol that can be inhaled. This creates fewer smoke toxicants than conventional cigarettes and therefore the potential to be less risky.

LOW-TOXICANT SMOKELESS TOBACCO
Snus is a type of low-toxicant oral tobacco. It has been proven, through many decades of use in Sweden, to be substantially less risky than smoking. However, it does not have wide consumer appeal outside of the Nordic countries.

NICOTINE PRODUCTS
E-cigarettes and other nicotine inhalation products deliver nicotine to the user in the form of vapour. They don't contain tobacco and do not produce tobacco smoke.



Research

TRANSPARENCY AND WORLD-CLASS SCIENCE

We are committed to exemplary corporate conduct and transparency across the whole business – this includes our research and development.

Being transparent about our science is central to our approach. We publish details of our scientific research programmes on our dedicated website, www.bat-science.com, submit the results of studies to peer-reviewed journals, and present widely at leading international conferences and events.

We understand that some people are sceptical about research conducted and funded by the tobacco industry, but we know it's our responsibility to contribute to the science of tobacco harm reduction.

We have state-of-the-art R&D facilities and hundreds of scientists covering many different ~~pe~~ peer-reviewed research papers published L Wd W K Hd O D

GET IN TOUCH

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Printed on Amadeus 50 Silk which is produced using 50% recycled post-consumer waste and 50% wood fibre from fully sustainable forests with FSC® certification. All pulps used are Elemental Chlorine Free (ECF). Printed in the UK by Pureprint using their environmental printing technology and vegetable inks were used throughout. Pureprint is a Carbon Neutral company. Both the manufacturing mill and the printer are registered to the Environmental Management System ISO14001 and are Forest Stewardship Council (FSC) chain-of-custody certified. Designed and produced by Flag. Photography by David Hares.