

## You'll Never Walk Alone

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Smoking is the largest, preventable cause of lung cancer mortality. People smoke for nicotine and die from the tar. The harm from smoking is caused exclusively by toxins present in tobacco released through combustion. The goal is to diminish the harm caused by tobacco products. The ideal remains that people stop using tobacco completely and permanently. Electronic cigarettes, especially the heat-not-burn entity, represent a safer alternative to cigarettes for smokers who are unable to stop using nicotine.

The National Institute for Health and Care Excellence (NICE) has developed guidance on a harm reduction approach to smoking. NICE supports the use of licensed electronic cigarettes to help smokers cut down, for temporary abstinence and as a substitute for smoking indefinitely.