

Prevention of the Use on Heat-not-Burn (HnB) Tobacco Products

[The scene shows a man and a woman. The man at the left hand side is holding a heat-not-burn (HnB) cigarette and the woman at the right hand side is holding a cigarette. A cloud shows the Super (HnB cigarette is also a cigarette product)]

[The scene changes. A tobacco leaf is dropped down, it changes to cut tobacco and then become a HnB cigarette]

Sub-title: A tobacco product called HnB cigarette has recently been launched in the market.

[The scene show the HnB cigarette is heated by the HnB device and a cigarette is also lighted by a lighter.]

Sub-title: Tobacco companies claimed that the tobacco stick is heated but not burned.

[The scene shows HnB tobacco products and a human body cartoon, the camera is focused on them with many question marks.]

Sub-title: Since HnB tobacco products are new in the market, research on their health effects is scarce.

[The scene shows the HnB tobacco products and normal cigarette, both of them release harmful substances]

Sub-title: So far, there is insufficient evidence showing that they contain less harmful substances than conventional cigarettes.

[The scene shows an enlarged Hnb tobacco products, which releases harmful substances. (Super: Harmful Substances)]

Sub-title: There are studies reporting that these products may release harmful substances.

[The scene shows the dissection of cigarette, and see many small words of nicotine.]

Sub-title: HnB tobacco products heat tobacco to release the nicotine which may cause dependence.

[The scene shows the Smoking (Public Health) Ordinance (Cap 371) and a no smoking sign .]

Sub-title: In Hong Kong, the sale and advertising of tobacco products are subject to strict regulation.

[The scene shows a no smoking sign on the table of a restaurant. (Super : Offenders are subject to a fixed penalty of \$1,500)]

Sub-title: Besides, cigarette smoking is banned in statutory no smoking areas under the Laws. Offenders are subject to a fixed penalty of \$1,500.

[The scene changes. A man who is about to smoke the HnB products. The screen shows a cloud with the word "There is no evidence showing that these products could help smokers to quit smoking."]

Sub-title: There is no evidence showing that these products could help smokers to quit smoking.

[The scene changes. There is a "smoking cessation" clinic, a man and a woman go in.]

Sub-title: Members of the public are reminded not to use any tobacco products and smokers are encouraged to quit smoking. There are a number of community-based smoking cessation clinics available in Hong Kong.

Super : Department of Health Integrated Smoking Cessation Hotline 1833 183

Sub-title: For more information on smoking cessation, please call the Integrated Smoking Cessation Hotline of the Department of Health at 1833 183.

Super : Department of Health Tobacco Control Office Logo