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- Images of products or marketing shown for educational purposes
- I do not endorse use of any of these products
Three take home points

- Tobacco and Cannabis products are converging
  - Supporting co-use
  - Cannabis may act as substitute or gateway
- Perceptions of tobacco and cannabis harms are different
  - Affects smokefree policies
  - Potency and dosing
- Pharmaceuticalization serves both tobacco and cannabis industry
Nicotine or Cannabis?
Crossover and Co-Use

14.7% of youth used Cannabis in e-cigarettes in 2018
53.5% of current e-cigarette users
FDA chief calls youth e-cigarettes an ‘epidemic’
THE TOBACCO INDUSTRY HAS A KIDS MENU.

FlavorsHookKids.org
African American Tobacco Control Leadership Council

About Us  Our Priorities  News  Events  Resources

8 out of 10 TEEN SMOKERS started w/ a FLAVORED TOBACCO PRODUCT

YOUTH ARE NOT TARGET

END MENTHOL

NO MÁS

FLAVORS

Breathe!
California Governor Signs Bill To Ban Sale Of Flavored Tobacco

Nina Shapiro  Contributor  Healthcare
Dispelling health myths, fads, exaggerations and misconceptions.
Vapers Get New Flavors

Flavored vape pens are making mouths water across America.
BLUEBERRY PIE THC VAPE PEN KIT OR REFILL CARTRIDGE (HYBRID)
$49.00 – $89.00

CBD FRENCH VANILLA (1:0 CBD TO THC) VAPE PEN KIT OR REFILL CARTRIDGE
$59.00 – $99.00

CBD WATERMELON (8:1 CBD TO THC) VAPE PEN KIT OR REFILL CARTRIDGE (SATIVA)
$59.00 – $99.00

FROOT LOOPS THC VAPE PEN KIT OR REFILL CARTRIDGE (INDICA)
$49.00 – $89.00
GRAPE DREAMS
Twist on the top and float into a purple dreamland with a grape sensation that awakens the senses.

STRAWBERRY LEMONADE
This power couple is ready to step out. Lemonade that’s tangy and tart, strawberry that’s scandalously sweet. Better together, this pair strikes the perfect balance. Name a more iconic duo.

SWEET MELON
Ripe at your fingertips, wherever you go. Sticky without the seeds, sweet with the juiciest of vibes. That’s how our honeydew do.
Strong limits on flavored tobacco may increase use of flavored cannabis

Particularly vaporized products that appear similar to consumers
Perceived harms and benefits of tobacco, marijuana, and electronic vaporizers among young adults in Colorado: implications for health education and research

Lucy Popova¹, Emily Anne McDonald², Sohrab Sidhu³, Rachel Barry⁴, Tracey A. Richers Maruyama⁵, Nicolas M. Sheon⁶ & Pamela M. Ling⁷

School of Public Health, Georgia State University, Atlanta, GA, USA,¹ Department of Anthropology, City University of New York, John Jay College of Criminal Justice, New York, NY, USA,² Internal Medicine and Preventive Medicine Residency, Kaiser Permanente San Francisco and University of California, San Francisco, CA, USA,³ School of Social and Political Science, University of Edinburgh, Edinburgh, UK,⁴ Tobacco Prevention and Education Program, Health Promotion Division, Denver Public Health, Denver Health and Hospital Authority, Denver, CO, USA,⁵ Department of Medicine, Center for AIDS Prevention Studies, University of California San Francisco, San Francisco, CA, USA,⁶ and Division of General Internal Medicine, Department of Medicine, Center for Tobacco Control Research and Education, University of California, San Francisco, CA, USA,⁷
Data collection

One-on-one interviews (1 hour)

- 32 young adults
- 25 2ND interviews
Tobacco Risk According to Altria

Continuum of Risk

Most Harmful

Non-combusted Tobacco Products

Least Harmful

COMBUSTION
Combustion ← Non-combustible
Conclusive evidence e-cigs increase particulate matter and nicotine indoors
“In terms of [marijuana] edibles...there’s no carcinogens, no pathogens or anything going into your lungs. [With] vaporization, there is really no smoke...It’s safer for your lungs.”
Combustion

Health risks of combusted marijuana were balanced by perceived medicinal benefits

“I know smoking in general is bad for your lungs… but weed out of all these, to me, is not as harmful… because they suggest it to cancer patients. It's medicinal.”
Potency

Edibles and marijuana concentrates were perceived as more dangerous than smoking marijuana flower because of the potential to receive too high a dose of THC (tetrahydrocannabinol)

“I still think that the dangers of a panic attack from a vaporizer or an edible outweigh possible dangers of inhaling smoke from cannabis.”
Highly Potent Weed Has Swept The Market, Raising Concerns About Health Risks

May 15, 2019 - 7:27 PM ET
Heard on All Things Considered
Research letter

High exposure to nicotine among adolescents who use Juul and other vape pod systems (‘pods’)

Maciej Lukasz Goniewicz¹, Rachel Boykan²,³, Catherine R Messina⁴, Alison Eliscu²,³, Jonatan Tolentino⁵,⁶

Research paper

Nicotine arms race: JUUL and the high-nicotine product market

Robert K Jackler, Divya Ramamurthi
Policies to limit secondhand smoke exposure may be more difficult to implement for cannabis.

Policies limiting cannabis potency might translate to tobacco.
The Pharmaceuticalization of the Tobacco Industry

Yogi Hale Hendlin, PhD; Jesse Elias, MA; and Pamela M. Ling, MD, MPH
New Business Opportunities

Pharmaceutical Exploration

Most Responsible Cigarette Manufacturer

Nicotine Replacement/Cessation
- OTC
- Prescriptions
- Cessation Regimen

Reduced Harm Research
- PM USA Funded

Leading Cigarette Manufacturer

Declining Market Confidential - For Exploratory Purposes Only MEP/Red

(Experience)

(Competence)

Investment
- Competency Acquisition
- Current core competency application

Nicotine Research
- Neurological
- Psychiatric

Mega Trends
- Aging population
- Well-being

Reconfigured Industry
- Direct to consumer

Competitive Space

Sustainable Growth

Portfolio
- Neurological Disease
- Psychiatric Disorders
- Acquired Growth

Source: http://industrydocuments.library.ucsf.edu/tobacco/docs/qskl0172

Pharmaceuticalization

- Standardized dosing
- Sleek, medical design
- Government certification
- Renormalization
Pharmaceuticalization

Actual Transition  Perceived Transition
Actual Transition

- Zonnic (RJ Reynolds):
  “Each cigarette not smoked is a victory”
  “Quitting doesn’t have to feel like all or nothing”

Snus and IQOS
UK Medical E-Cig Products Voke & E-Voke
Philip Morris Pledges $1 Billion to Fight Smoking

By Eric Pfanner and Thomas Mulier

September 12, 2017, 11:37 PM PDT  Updated on September 13, 2017, 3:56 AM PDT
Syqe Medical Releases Pharmaceutical-Grade Medical Marijuana Inhaler

by Jasmine Pennic 06/28/2019  0 Comments

Philip Morris International invested $20 Million in Syqe in 2016
Pharmaceuticalization

Actual Transition

Perceived Transition
Perceived Transition
Perceived Transition

- Products that look like safe products seem safer
- Vague claims
- Third-party vaping advocacy groups
At the levels found in cigarette smoke, e-cigarette vapours or the concentrations in nicotine replacement products, nicotine is likely to be no more risky for most people than regularly drinking coffee.

“...they can enhance and improve your daily life without interfering with work, focus or energy levels”
Summary

- Tobacco and cannabis product convergence facilitates co-use
- Flavored tobacco policies may increase flavored cannabis
- Perceptions of cannabis secondhand smoke dangers are mitigated by medicinal use
- Both tobacco and cannabis products are increasing potency
- Both tobacco and cannabis are Pharmaceuticalizing to decrease harm perceptions and normalize use
Recommendations for Policy

- Apply restrictions on flavors from tobacco to cannabis
- Include combustible cannabis in clean air policies
- Limits on potency are needed for both tobacco and cannabis
- Require scientific evidence of reduced harm in pharmaceutical-like nicotine and cannabis products