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In Person Seminar: Reducing Nicotine in Cigarettes: Is It Time to Enable/Nudge/Push Smokers to Move Away from the Most Deadly Tobacco Products?

Nicotine is the primary constituent in cigarettes driving the acquisition and maintenance of smoking behavior. The Biden Administration recently announced its intention to pursue a low nicotine product standard for cigarettes and other combusted tobacco products, reviving a pillar of the Comprehensive Framework for Nicotine and Tobacco Regulation announced in 2017. A similar approach is moving forward in New Zealand. Dr. Donny's seminar will review the science underlying nicotine reduction and discuss ways to optimize the likelihood that mandating very low nicotine levels in smoked tobacco will achieve the intended public health outcomes.