

PIONEERS IN BIOMEDICAL RESEARCH SEMINAR

Presented by the Fralin Biomedical Research Institute and co-sponsored by the institute's Addiction Recovery Research Center and the Center for Health Behaviors Research



ERIC C. DONNY, Ph.D.

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Virtual 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.

FRIDAY, OCT. 28 at 11 a.m.

Watch live via Zoom at <https://FralinBioMed.info/PBR-Join>



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