

# OUR NEW YEAR'S RESOLUTION WE'RE TRYING TO GIVE UP CIGARETTES

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Philip Morris is known for cigarettes. Every year, many smokers give them up. **Now it's our turn.**

Our ambition is to stop selling cigarettes in the UK. It won't be easy.

But we are determined to turn our vision into reality. There are 7.6 million adults in the UK who smoke. **The best action they can take is to quit smoking.** Many will succeed.

But many will continue to smoke. That's why we want to replace cigarettes with products such as e-cigarettes and heated tobacco, which are a better choice for the millions of men and women in the UK who would otherwise not stop smoking.

So far, we have invested £2.5bn on research and development. And it's making a difference. **We've introduced new products in many countries** and millions of adult smokers have abandoned cigarettes and switched to better options.

No cigarette company has done anything like this before. You might wonder if we really mean it. We do – and we're therefore making these commitments for 2018:

- **Launch a website and campaign to provide smokers with information on quitting and on alternatives to cigarettes;**
- **Offer to support Local Authority cessation services where smoking rates are highest;**
- **Seek Government approval to insert, directly into our cigarette packs, information on quitting and on switching;**
- **Expand the availability of new, alternative products in the UK.**

**Never starting or quitting is always best.** For those who would not otherwise stop, there are better alternatives than continuing to smoke. You can find out more about quitting and about alternatives to smoking at [www.smokefreefuture.co.uk](http://www.smokefreefuture.co.uk)



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