

PRESS RELEASE



Innovative study: Is it possible to give up smoking using nicotine-free cigarettes?

After several years of research work the German start-up "TheNicotineFreeCigarette.com" has developed a tobacco-based, nicotine-free cigarette. The task now posed is to demonstrate its effectiveness for quitting smoking through a large-scale scientific study. The company therefore launched a campaign on [Indiegogo](https://www.indiegogo.com) and is seeking smokers who would like to kick the habit.

Bielefeld, March 15th 2014. In 2011, the former EU Health Commissioner John Dalli announced his intention to require the tobacco industry to **reduce the nicotine content** in cigarettes. The world's leading experts in the domain of the study of addiction believe that this measure has the greatest potential to reduce tobacco-related mortality. Yet a corresponding obligation was not incorporated in the new EU-Tobacco-Products-Directive which was decided by the European Parliament on Friday.

It is generally known that giving up smoking using conventional methods such as nicotine patches or chewing gum often fails due to barrier of habits. In order to quit smoking, the entire daily routine has to be modified. However, many smokers find it difficult to forgo the cherished cigarette with morning coffee or during a break with fellow-employees.

These habits can be kept when giving up smoking with the aid of nicotine-free cigarettes. As soon as the body no longer receives any further nicotine, the basis for addiction is removed and the urge to smoke recedes after a few weeks. Nicotine-free cigarettes could thus be the solution for many smokers who want to give up this vice. Although nicotine-free cigarettes represent the most attractive aid for quitting smoking, they have so far not been available on the market.



The German start-up “TheNicotineFreeCigarette.com” intends to change this situation. After several years of development, the company succeeded in producing tobacco-based, nicotine-free cigarettes. *“The production methods turned out to be much simpler than originally expected. Nicotine-free cigarettes can be produced using traditional cultivation methods, without the use of chemical substances or genetically manipulated plants,”* explains Managing Director Sebastian

Schewe.

“TheNicotineFreeCigarette.com” plans to market nicotine-free cigarettes exclusively as an aid in giving up smoking. For this reason, the company is attempting to have its cigarettes classified as a medical device. Sebastian Schewe emphasizes that nicotine-free cigarettes are just as harmful to health as regular cigarettes. They differ only in that they are **non-addictive** and this way permit the cycle of addiction to be broken.

As only a small number of subjects have participated in the studies conducted up until now, many researchers continue to doubt that nicotine-free cigarettes are effective in quitting smoking. They suspect that other substances in addition to nicotine are also responsible for creating and maintaining addiction. Sebastian Schewe responds to these objections by announcing that his company will only bring its product onto the market, *“once its effectiveness has been irrefutably confirmed by independent experts within the framework of a scientific study”*.

To organise this study, “TheNicotineFreeCigarette.com” has launched a campaign on [Indiegogo](https://www.indiegogo.com/). This crowdfunding-platform allows innovative concepts to be realised by having a great many people support them with small amounts of money. In return supporters receive a corresponding consideration for their contributions. Starting now, smokers who are interested in the new product can **test nicotine-free cigarettes** and apply to participate in the study via [Indiegogo](https://www.indiegogo.com/).

Supporting materials: scientific studies on nicotine-free cigarettes – an overview:

“When nicotine levels get very low, cigarettes would be much less addictive. As a result, fewer young people who experiment with cigarettes would become addicted adult smokers and previously addicted smokers would find it easier to quit smoking when they attempt to do so.”

Benowitz NL, Henningfield JE.: Reducing the nicotine content to make cigarettes less addictive. *Tob Control*. 2013 May;22

<http://www.ncbi.nlm.nih.gov/pmc/articles/PMC3632983/>

„We identified three clinical trials (total n = 489) that suggest that smokers can dissociate nicotine delivery from the act of smoking if they use reduced-nicotine content cigarettes in combination with nicotine replacement therapy.” Walker N, Bullen C, McRobbie H.: Reduced-nicotine content cigarettes: Is there potential to aid smoking cessation? *Nicotine Tob Res*. 2009 Nov;11(11):1274-9.

<http://www.ncbi.nlm.nih.gov/pubmed/19793786>

“A nicotine reduction strategy holds tremendous promise as a way to prevent adolescent nicotine addiction and to assist the millions of addicted smokers to quit using tobacco products. [...]”

Henningfield JE, Benowitz NL, Slade J: Reducing the addictiveness of cigarettes, *Tob Control* 1998 7: 281-293.

<http://www.ncbi.nlm.nih.gov/pmc/articles/PMC1763900/pdf/v007p00281.pdf>

“[...] low-nicotine and nicotine-free cigarettes seemed to lead to clear decreases in smoking.” Ando K, Yanagita T, Cigarette Smoking in Rhesus Monkeys, Department of Psychopharmacology, Preclinical Research Laboratories, Central Institute for Experimental Animals, 1433 Nogawa, Takatsuku, Kawasaki, Japan 213.

<http://link.springer.com/article/10.1007%2FBF00431644>

“Gradual tapering of smokers from regular to ultralow nicotine yield commercial cigarettes might facilitate smoking cessation and warrants future research.” Benowitz NL, Dains KM: Progressive Commercial Cigarette Yield Reduction: Biochemical Exposure and Behavioral Assessment.

<http://www.ncbi.nlm.nih.gov/pmc/articles/PMC2802575/>

“While current NRT methods have been the mainstay of smoking cessation treatment and will likely continue to serve a useful role, the next stage of progress will likely entail the development of tools designed with recognition of the importance of nonnicotine components of cigarette smoking.” Rose JE: Nicotine and nonnicotine factors in cigarette addiction, *Psychopharmacology*, 2006 Mar, 184(3-4):274-85.

<http://www.ncbi.nlm.nih.gov/pubmed/16362402>

Actions of the tobacco industry to prevent the introduction of nicotine free cigarettes:

TheNicotineFreeCigarette.com is not the first company to attempt to launch a nicotine-free cigarette. In 2002, the fifth-largest tobacco company *Vector Tobacco (Liggett Group)* introduced the nicotine-free Quest-cigarette. After only a few months the product disappeared from the market. An interview with Vectors CEO Bennett LeBow in Wired magazine gives fascinating insights into the strategies of the tobacco industry to prevent the introduction of nicotine-free cigarettes.

Learn more: <http://www.wired.com/wired/archive/11.02/smoking.html>

Introducing the company

TheNicotineFreeCigarette.com UG (haftungsbeschränkt) is based in Bielefeld, Germany. The aim of the company is to introduce a tobacco-based nicotine-free cigarette as an aid to stop smoking within a science-based cessation program. TheNicotineFreeCigarette.com has developed a process for the production of a nicotine-free cigarette that is free of additives. The cigarettes taste, smell and burn like regular cigarettes.

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