



Why not butt out entirely?

Risk of cigarette fires another reason to legalise smoke-free products

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Philip Morris Australia has today welcomed Quit Victoria and Metropolitan Fire Brigade's (MFB) call urging Victorian smokers to be cautious when disposing of cigarette butts, with Philip Morris saying it's another reason to legalise and regulate smoke-free products in Australia.

Quit Victoria and MFB says the impact of fires started by cigarettes butts can be devastating, and there's a simple way to reduce the costs of fires caused by cigarettes, and that's to "encourage and support your friends, family and work colleagues to quit".

Philip Morris Australia Managing Director, Tammy Chan, said smoke-free products, such as e-cigarettes and heat-not-burn products, which are currently illegal in Australia, would also be a way to reduce the risk of fires across the state.

"Smoke-free products are not lit on fire like cigarettes, and do not emit smoke. As a result, they not only produce, on average, 90 to 95 per cent lower levels of harmful chemicals compared to cigarettes, they also pose no threat to starting a fire," Ms Chan said.

Philip Morris is committed to a smoke-free future, where cigarettes are replaced with better alternatives. For more information, head to PMIScience.com

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