

Summary: Meeting with JTI-Macdonald Corp.

Subject: JTI's approach to and perspectives on Emerging Products

Date(s): October 24, 2017

Participants:

Health Canada (HC)

James Van Loon
Director General, Tobacco Control Directorate (TCD) (Chair)

Denis Choinière
Director, Tobacco Products Regulatory Office (TCD)

Dana Beaton
Acting Director, Office of Research and Surveillance (TCD)

Saira David
Director, Labelling and Plain Packaging Office (TCD)

Manager, Regulations Division, Tobacco Products Regulatory Office (TCD)

Manager, Reports Control Division, Tobacco Products Regulatory Office (TCD)

Regulatory Specialist, Labelling and Plain Packaging Office (TCD)

Advisor, Director General Office (TCD)

JTI-Macdonald Corp. (JTI)

Caroline Evans
Head of Corporate Affairs & Communication (JTI)

Ian Jones
Vice President, Reduced Risk Products (JTI)

Leticia Vazquez Santos
Manager, Reduced Risk Products Regulatory Initiatives (JTI)

Shandy Harricharran
Manager, Scientific Regulatory Affairs (JTI)

Introduction:

This meeting was held at the request of JTI so that the company could present its approach to and perspectives on Emerging Products.

The Chair opened the meeting by doing round table introductions.

HC reiterated its international obligation to protect tobacco control policies from the vested interests of the tobacco industry. In addition, in the interest of transparency, the department stated that it would be making a record of the meeting publicly available.

Issues:

JTI presented its Ploom TECH hybrid product. It comprises a capsule with liquid that is vapourized and which then goes through granulated tobacco kept in the cap. The product comes in a small number of flavours.

The company representatives feel that reduced-risk products are the next wave of tobacco products. They also indicated that data on their product is available on the company's science website (<https://www.jt-science.com>).

JTI representatives said they were looking at bringing Ploom TECH to the Canadian market in the next few months.

Conclusion:

The meeting was then concluded.

Documents:

N/A