

Review of: "[Commentary] The WHO strategies to reduce tobacco-related deaths are insufficient"

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Potential competing interests: No potential competing interests to declare.

Lars Ramstrom continues to provide powerful data on the benefits of snus and nicotine pouches to those who smoke or use toxic forms of smokeless tobacco. This commentary contains updated and timely messages and data that should be seriously considered by governments attending the WHO FCTC COP10 meeting in Panama City in November. The FCTC text makes provision for tobacco harm reduction to be part of integrated approaches to tobacco control. Support for snus and nicotine pouches as aids to cessation and to substantially lowering risks of tobacco use is urgently needed. Ramstrom outlines benefits already experienced across Europe but the biggest wins for health will come when tens of millions of users of toxic smokeless tobacco and areca nut across South Asia are offered the chance to switch to snus or nicotine pouches. That could well lead to the eradication of oral cancers that are so prevalent in the region and exact a high toll in terms of death, disease, pain and misery. Ramstrom would do well to highlight these benefits.