

# **Obtaining Behavioral Data Required to Demonstrate the Appropriateness of a New Tobacco Product for the Protection of Public Health**

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Las Vegas, NV  
13-14<sup>th</sup> November 2016

1. 16,264 smokers-turned-vapers
2. 1,461 smokers-turned-dual users
3. 2,598 former smokers-turned-vapers
4. 1,227 non-smokers-turned-vapers
5. 144 smoking relapsers since EC initiation
6. 34 smoking initiates since EC initiation

