

## MAKING REGULATION SIMPLE

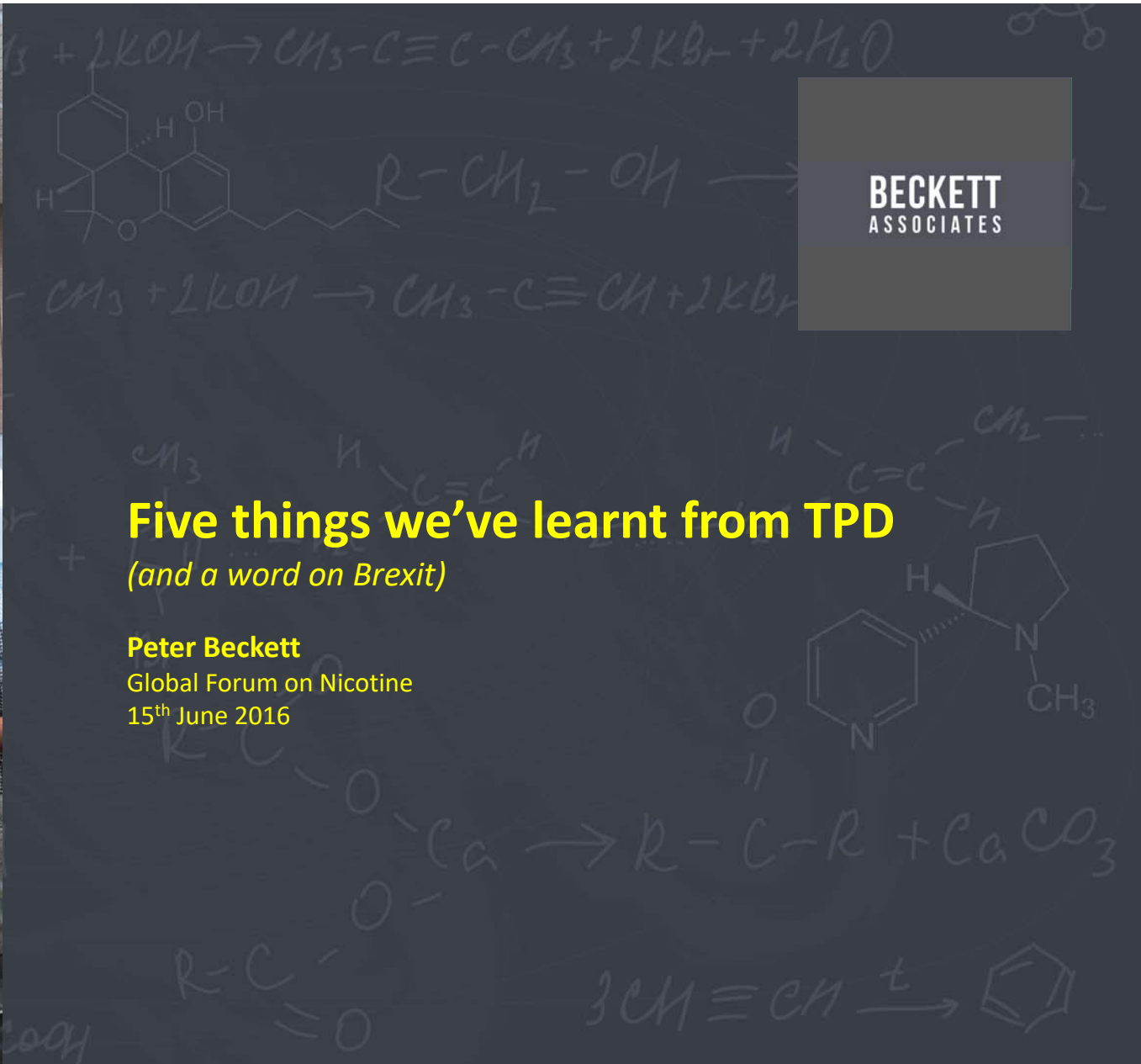
Let us guide you through vaping rules and legislation around the world.



## Five things we've learnt from TPD (and a word on Brexit)

**Peter Beckett**  
Global Forum on Nicotine  
15<sup>th</sup> June 2016

**BECKETT**  
ASSOCIATES





## MASTER THE TPD

A turn-key TPD compliance service taking you from zero to notified and beyond.

## Disclosures:

- Former Head of Public Policy at ECITA
- CEO of Beckett Associates – consulting for wide range of vaping companies.
- Have taken a small remunerated work on projects related to smokeless tobacco products.

- **Regulation = certainty = investment**
- **Industry embraces the system; consumers not so much**
- **Pointless rules lead to pointless loopholes**
- **Advertising rules leaves misinformation unchallenged**
- **Brexit changes nothing**