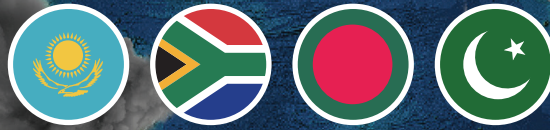




**SMOKE FREE
SWEDEN 2023**

Applying the Swedish approach to tobacco harm reduction



Sweden is on the
brink of becoming
officially
“SMOKE FREE”

<5%



The Swedish approach:
Making less harmful alternatives...



ACCESSIBLE:

Easy reach to
alternative
products.



ACCEPTABLE:

Flavours and
nicotine levels
help smokers switch.



AFFORDABLE:

Priced
for all.

Global Impact:

150 MILLION
HAVE QUIT SMOKING
using alternative products



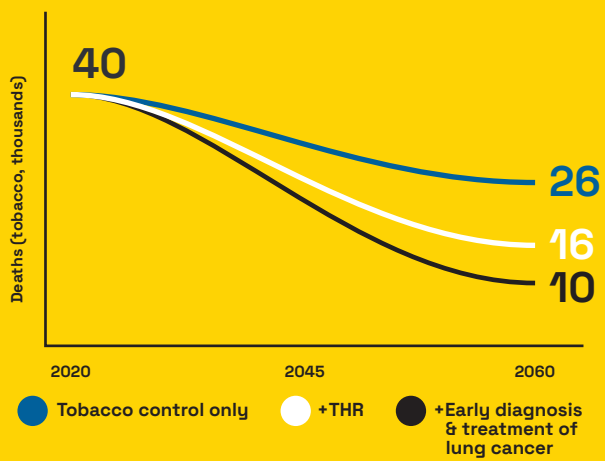
...but
there are still
1 BILLION
SMOKERS



Integrating harm
reduction strategies,
as demonstrated by
Sweden, can be the
game-changer in global
tobacco control.

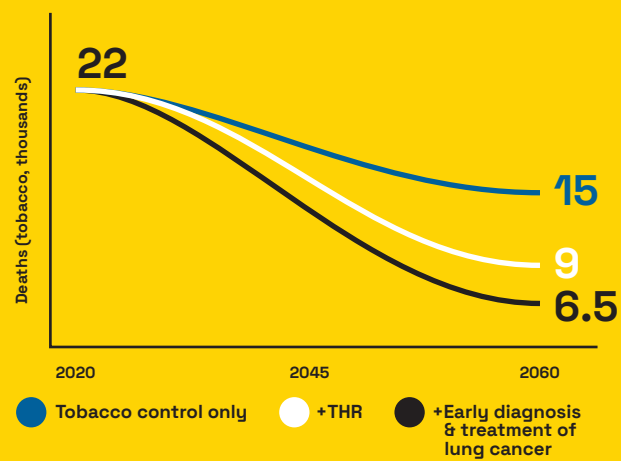
How many lives could be saved if these countries took a Swedish approach to tobacco control?

South Africa



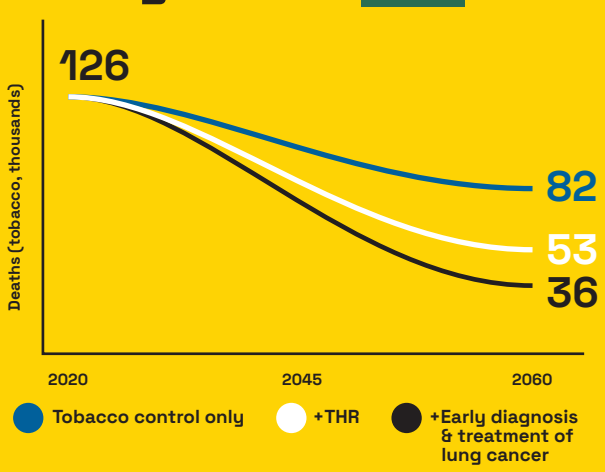
320.000 lives saved

Kazakhstan



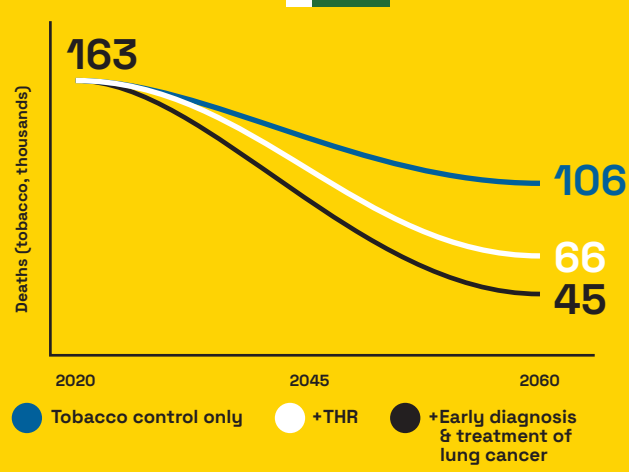
165.000 lives saved

Bangladesh



920.000 lives saved

Pakistan



1.200.000 lives saved