



## Brief notes on Nicoventures [DLM=For-Official-Use-Only]

Peter Bird to: Anthony Gill

03/01/2014 03:10 PM

Hi Tony,  
Is this sufficient?

Nicoventures Ltd - <http://www.nicoventures.co.uk/>

Met with TGA on Friday 20 December 2013 to provide information about their products

- Stand alone company
- Parent company is British American Tobacco, who is also the parent company of CN Creative who manufacture the Intellicig (an electronic cigarette - <http://www.intellicig.com/>)
- In the future, Nicoventures and CN Creative will be one company.

Mentioned the National Institute for Health and Clinical Excellence in the UK stating that they support medicinal nicotine use on long term basis when needed to help people maintain quit attempts or reduce their level of smoking indefinitely as a method of harm reduction. Claim that MHRA is not looking for evidence of Quitting

Important point for marketing in Australia:

- Light touch regulation is a key;
- Require commercial freedoms (able to advertise and have general sale);
- [REDACTED]
- Nicotine from a high quality delivery system is a safe alternative to cigarettes;
- Indications should relate to harm reduction - this is about a reduced harm replacement product for cigarettes;
- Company intends to meet with the relevant parts of the Department to explain their products and strategy.



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