



## Endgame Counter Arguments

### *This cannot be legal.*

It is. Governments have the power to end the sale of tobacco products.

### *This is prohibition.*

Endgame is about phasing out the sale of commercial tobacco products, not banning possession or use. It is focused on abolition by putting an end to the tobacco industry's harmful impacts.

### *Cigarettes are legal.*

Products are inherently neither legal nor illegal, but how and whether they are produced, marketed or sold is a question of policy. Many otherwise legal products causing far less harm than cigarettes are regularly removed from the market under consumer safety principles and laws.

### *This infringes on one's freedom of choice.*

Nicotine is addictive. Most people who smoke wish they had never started and want to quit but find it very difficult; their "freedom of choice" has already been taken away. While some people "choose" to buy them, we do not allow companies to sell toys that are choking hazards, or cars with defective airbags.

### *Governments and retailers will lose a lot of money.*

Government revenue should not depend on sales of a product that addicts and kills its own citizens. Furthermore, the potential savings in health care costs dwarf any short-term loss of revenue.

As smoking rates continue to drop, retailers will need to change their business models anyway. A phased approach that allows them time to develop new product lines will help offset initial losses. Money not spent on tobacco products will be spent on something else.



*People with a nicotine addiction will be left without support.*

Addictions are hard to break, and more than 2/3 of people who smoke want to quit. One of the first steps in addiction therapy is to separate the patient from the addictive substance. People who smoke often need help quitting, and any jurisdiction that seeks to phase out tobacco sales has an ethical duty to ensure access to cessation resources.

*This will lead to an illicit market and organized crime.*

Spreading fear about smuggling has long been a tobacco industry tactic to scare policymakers from passing tobacco regulations. The potential for illicit trade can be mitigated in the policy itself, for instance by phasing in the law.