



fighting heart disease
and stroke
european heart network

Press release – Thursday, 27 February 2014

For immediate release

The European Parliament endorses the new Tobacco Products Directive with an overwhelming majority

In its plenary vote of yesterday, 514 members of the European Parliament voted in favour of a new Tobacco Product Directive which mandates large pictorial pictures on front and back of the cigarette pack and which bans characterising flavours. Those very flavours that are so appealing to young people.

With this landmark decision, the European Parliament demonstrates that technical European legislation has the power to protect people's health. It demonstrates that the values and competences set out in the Treaty of the European Union are more than words.

The vote is a defining moment.

Says Ms Susanne Løgstrup, Director of the European Heart Network: “Speaking on behalf of the heart foundations in Europe, I am absolutely thrilled by the European Parliament’s decision. There is no doubt that this new piece of legislation has a great potential to save tens of thousands of lives – lives that would have been cut short by heart disease or stroke caused by smoking. Working in beautiful unity, the European Commission, the European Parliament and the Member States have a tremendous story to tell the people of the European Union. And since the people are called upon to cast their votes in May this year, the timing is impeccable. Well done!”

Note to editors:

About the European Heart Network

The European Heart Network (EHN) is a Brussels-based alliance of heart foundations and likeminded non-governmental organisations throughout Europe, with member organisations in 24 countries. The EHN plays a leading role in the prevention and reduction of cardiovascular diseases, in particular heart disease and stroke, through advocacy, networking, education and patient support, so that they are no longer a major cause of premature death and disability throughout Europe. www.ehnheart.org

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