

It is more than sad that articles like this make it even less likely that smokers might at least try a product that would reduce their very high cancer risk down to next to nothing. Whether you like the product or not, the fact is that it is 99% less harmful than cigarettes.

And it is absurd that someone would actually suggest that addiction to a relatively safe product is somehow as bad or worse than addiction to a dangerous product like cigarettes.

Any smoker reading this article would conclude that they might as well keep smoking. How about giving them the good news about this option instead.