

From: Gal Cohen on behalf of Gal Cohen <gal@pax.com>
To: Konstantinos Farsalinos
Sent: 7/13/2015 4:26:43 PM
Subject: Re: Hi from Gal

draping your issue with "youth protection" is even better than holding a flag in front of it...doesn't matter whether it's evidence based or not..

Gal Cohen, Ph.D. | Head of Scientific and Regulatory Affairs
PAX Labs, Inc. - 660 Alabama Street, Second Floor, San Francisco, CA 94110

UCSF Redaction

On Mon, Jul 13, 2015 at 4:23 PM, Konstantinos Farsalinos <UCSF Redaction> wrote:
You know, i have been impressed by the US obsession about youth. In my opinion, and according to European culture, family and parents are responsible for what kids do. We do not expect anyone else to protect the children.

Thank you

Konstantinos Farsalinos, M.D.
Researcher
Onassis Cardiac Surgery Center, Athens Greece
University of Patra, Greece
Tel nr: UCSF Redaction
Website: <http://www.ecigarette-research.org>

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2015-07-14 2:19 GMT+03:00 Gal Cohen <gal@pax.com>:

I don't want to encourage any role in youth use - if a youth is smoking, I would still not want to market them an e-cig as an alternative.. If a physician wants to recommend it to their 17 year old patient, let them decide, but it should be considered an exceptional circumstance, not the rule.

I think the second line use for adult tobacco consumer who has not been able to quit is a very solid place for e-cigs.

Regarding an adult who is starting their use of nicotine, I think that it is important for them to know that ecigs aren't safe and that nicotine is addictive. But if they're going to use tobacco anyway, I think e-cigs should be available as a choice. Since cigarettes are grandfathered and are available as a choice for that consumer, it seems like e-cigs should also be available as a choice for the consumer to consider. Hopefully over time we can continue to innovate even cleaner e-cigs.. This middle ground of use needs to be very careful that it doesn't lead to youth initiation...

Gal

Gal Cohen, Ph.D. | Head of Scientific and Regulatory Affairs
PAX Labs, Inc. - 660 Alabama Street, Second Floor, San Francisco, CA 94110

UCSF Redaction

On Mon, Jul 13, 2015 at 3:07 PM, Konstantinos Farsalinos <kfarsalinos@gmail.com> wrote:

What kind of a broader role do you suggest? If you mean for example to be used by youth to prevent smoking initiation, i think that would be fascinating but extremely difficult to even talk about it (at least with the current situation).

Στις 13 Ιουλ 2015 9:55 ΠΜ, ο χρήστης "Gal Cohen" <gal@pax.com> έγραψε:

Thanks Konstantinos

Yes it seems kind of obvious to me and the more voices who are saying this, the more sanity hopefully we can inject. Without naming names, I had a couple people comment that e-cigs should have a broader role, and I had to explain to them that public health usually starts with narrow indications and then expands from there, so hopefully that helped..

Gal

Gal Cohen, Ph.D. | Head of Scientific and Regulatory Affairs
PAX Labs, Inc. 600 Alabama Street, Second Floor, San Francisco, CA 94110
m 650.284.9610 f 866.826.5618

On Mon, Jul 13, 2015 at 1:45 AM, Konstantinos Farsalinos <UCSF Redaction> wrote:

Hello Gal,

This is exactly what all of us propose and suggest. No need to replace but to supplement pharma therapy (especially when you consider the inefficiency of the latter).

Thank you

Konstantinos Farsalinos, M.D.
Researcher
Onassis Cardiac Surgery Center, Athens Greece
University of Patra, Greece
Tel nr: UCSF Redaction
Website: <http://www.ecigarette-research.org>

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2015-07-13 9:28 GMT+03:00 Gal Cohen <gal@pax.com>:

Dear Konstantinos

Hope you are doing well!

I had an article publish last week arguing that there is emerging evidence for a role in public health for e-cigarettes. The key in my opinion is to frame e-cigarettes as a second line product, to be used if quitting / NRT fails. I think this is getting lost in the debate. Please let me know if you have any thoughts.

<http://www.healthworkscollective.com/gal-cohen/313724/future-e-cigarettes-world-public-health>

Regards

Gal

Gal Cohen, Ph.D. | Head of Scientific and Regulatory Affairs
PAX Labs, Inc. 600 Alabama Street, Second Floor, San Francisco, CA 94110
m UCSF f 866.826.5618

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