Title: How France has hijacked tobacco price increase, an effective tool of tobacco control, to increase the financial profits

Bertrand 13247 Dautzenberg bdautz@gmail.com MD ¹, Joseph 13248 Osman J.osman@ofta-asso.fr ¹ and Marie-Dominique 13249 Dautzenberg mddautz@gmail.com MD ¹. ¹ Association, OFT (Office Français de Prévention du Tabagisme), Paris, France, 75006.

Body: Increasing the tobacco products price is a tool to reduce tobacco consumption. The FCTC announces a 4% decrease of tobacco consumption for a 10% price increase. The last decade France has experienced two opposite periods with two opposites effects. Method: We have compared tobacco price increase to sales of cigarettes in France during the presidency of J.Chirac 2002-2007 and the presidency of N.Sarkozy 2007-2012. Results: In 2003 President Chirac implements the first cancer plan and, among 20 measures against tobacco, a 39% increase of tobacco taxes produce price of cigarettes within 18 months, just after a 12% increase in 2002 (total = 51% increase). The price of Marlboro 20 cigarettes pack has increased of 1.4€. The number of cigarettes sold by year has dropped down from 82 billion to 54 billion (34% decrease). From 2007 to 2012 the influence of the tobacco industry has been strong in France, and cigarettes prices have increased 4 times of 6% and a new increase of 7, 5% is anticipated in 2012. These 32% increase of prices has been managed by the tobacco industry. As a result, the sales of cigarettes remain 54 billion a year; nevertheless at the end of 2012 we will have a total increase of cigarettes pack of 1,6 €. Conclusion: The elasticity of the increase of price on consumption has been very high (0.67) when increase of price is driven by taxes and supported by a strong engagement. The price elasticity is 0.0 when the increase of price is drive by tobacco industry and when tobacco lobbyists may be active anywhere. Article 5.3 of FCTC on interaction between tobacco industries on politicians may prevent in France failure of tobacco control.