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Honorable Members of the Interim Committee on Revenue,

As leaders in the community that advocate for economic growth, assistance for employers and businesses, and the overall benefits to business and industry with positive impacts on public health, the Latin Chamber of Commerce advocates for the use of tax policy as a mechanism to change behavior for the public good. To that end, we are writing you today to lend our support for the consideration of a tax differentiation in Nevada between combustible tobacco products, which are very harmful to the user, and a heated technology that has potential to significantly reduce harm to the user.

With the high rate of cancer and other health problems, there is an urgent need to move current smokers off of their deadly products and onto something less harmful. Using tax policy to move users off of smoking by encouraging the use of FDA-authorized smoke-free products will contribute mightily to the economic and public health of our community. Tax policy has historically been used to disincentivize use of products deemed harmful, in the form of a "sin tax". Moreover, risk-proportionate tax policies have been used to move consumer behavior onto products that have a more positive impact to society. We see with the new technology in the tobacco space, that movement away from harmful smoking products and onto a scientifically validated products like heated technology, with the appropriate tax policy, can successfully motivate users of cigarettes to consider transitioning to a product with reduced harm.

We also see the potential of cost saving to the businesses and employers we represent by decreasing the health costs associated with smoking tobacco. This alone should motivate the committee to use all tools necessary to help change behavior in order to incentivize the use of products that could significantly reduce harm to the individual and the community.

Thank you for your service to the state and considering this very important tax policy decision.

Peter Guzman
President and CEO
Latin Chamber of Commerce Nevada