

Electronic Cigarette Overview

Electronic cigarettes are devices made to deliver nicotine to the body. They appear to be designed like a cigarette but are battery powered with a vaporizer and mouth-piece attached. These products are made to look like cigarettes, cigars, or pipes. According to product manufacturers, e-cigarette cartridges are available in various flavors such as vanilla, menthol, and pina colada, as well as containing varying levels of nicotine. Using an e-cigarette is commonly referred to as vaping. Popular brands include “Blu” and “NJOY.” Preliminary U.S. Food and Drug Administration (FDA) tests of e-cigarette samples showed they contain carcinogens and some toxic chemicals such as diethylene glycol, an ingredient used in antifreeze.¹

Denormalizing every kind of smoking

- Allowing use of e-cigarettes in smoke-free areas undermines hard work done to denormalize smoking behavior. Let’s not go backward.²
- Use of e-cigarettes simulates smoking. Seeing smoking behavior can be a trigger for smokers trying to quit and glamorizes the behavior for youth.²

E-cigarettes can be a gateway drug delivery device for youth

- E-cigarettes are very youth friendly because of their high-tech design, easy availability online or via mall kiosks, and the wide array of flavors of cartridges.¹
- Experts have also raised concerns that the marketing of products such as e-cigarettes can increase nicotine addiction among young people and may lead kids to try other tobacco products. At least 38 states currently prohibit sales of electronic cigarettes or vaping/alternative tobacco products to minors.³



FDA Regulation

- FDA has not yet evaluated any e-cigarettes for safety.⁴
- When FDA conducted limited laboratory studies of certain samples, FDA found significant quality issues that indicate that quality control processes used to manufacture these products are substandard or non-existent. FDA found that cartridges labeled as containing no nicotine contained nicotine and that three different electronic cigarette cartridges with the same label emitted a markedly different amount of nicotine with each puff.⁴
- On April 24, 2014 the FDA released a proposed rule to extend its regulatory authority to e-cigarettes, but they are currently unregulated.⁵
- If the rule becomes final, e-cigarettes would be required to meet many of the same standards as traditional cigarettes, such as: registering the product and marketing only after FDA review, no free samples, age restriction, no vending machines accessible to youth, and include health warnings.⁵

Sources

1. “Nine E-Juice Flavors That Sound Just Like Kids’ Favorite Treats” Campaign for Tobacco Free Kids, June 11, 2014
2. “Talking Points on E-Cigarette Regulation” Contra Costa Health Services Tobacco Prevention Project, April 2013
3. “Alternative Products - Electronic Cigarettes” National Conference of State Legislatures, June 16, 2014
4. “E-Cigarettes: Questions and Answers” U.S. Food and Drug Administration, September 9, 2010
5. “Position Statement on E-Cigarettes” Partnership for Prevention, May 2014