

FDA Requests More Information About Dissolvable Tobacco Products

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Earlier this month, the Food and Drug Administration Center for Tobacco Products sent out a request for more information about dissolvable tobacco products. This request was sent in the form of a letter to both RJ Reynolds and Star Scientific. RJ Reynolds is currently test marketing a line of dissolvable Camel products in a handful of states. Star Scientific manufactures dissolvable tobacco products called Ariva and Stonewall.

The letter, which was signed by Lawrence Deyton, director of the FDA's Center for Tobacco Products stated: "The center is concerned that children and adolescents may find dissolvable tobacco products particularly appealing, given the brightly colored packaging, candy-like appearance and easily concealable size of many of these products..."

The letter went on to say: "...We are also concerned about the extent to which the high nicotine content and rapid dissolution of dissolvable tobacco products may facilitate initiation of tobacco use, nicotine dependence

and addiction in adolescents, and may serve as a mechanism for inadvertent toxicity in children..."

The Center for Tobacco Products has requested information about these products by April 1. Specifically, the FDA wants information about user demographics and research and marketing information about how users under 26 perceive and use the

company will comply with the request for information. Howard said: "We will provide an appropriate response that we hope will help the center in evaluating our dissolvable tobacco products..."



Stonewall Dissolvable Tobacco in Wintergreen, Java, and Natural Flavors.

products.

David Howard, a spokesman for RJ Reynolds indicated that the



Camel Dissolvable Tobacco Products

Source:

Winston Salem- Journal: <http://www2.journalnow.com/content/2010/feb/07/rjrs-innovation-draws-interest-of-fda/> (2/7/2010)

Washington Post:

<http://www.washingtonpost.com/wpdyn/content/article/2010/02/04/AR2010020403627.html> (2/4/2010)

Lorillard to Enter Moist Smokeless Tobacco Market



On February 8th, Lorillard, the company that manufactures Newport cigarettes, announced plans to release a new moist smokeless tobacco product. No more specifics about the product or release date were given. Lorillard recently terminated their joint venture agreement with Swedish Match. Swedish Match was working on creating a "snus" product with Lorillard. This snus product did not do well in test markets. As a result, Lorillard felt it best to

go with a more traditional moist smokeless product. With Lorillard jumping on the moist smokeless bandwagon, all of the "big three" cigarette companies are now making moist smokeless tobacco products. ♦

Source: Wall Street Journal

<http://online.wsj.com/article/SB20001424052748703630404575053013703202080.html> (2/9/2010)

Ramsey Tobacco Coalition



Examples of the types of products that would be covered by the New York City flavored tobacco ban

Smokeless Tobacco Companies File Suit Against New York City

In January, U.S. Smokeless Tobacco Manufacturing Company (USSTMC) and U.S. Smokeless Tobacco Brands (USSTB) filed a lawsuit against New York City for a law that was approved by the New York City Council in 2009. This law bans the sale of all flavored tobacco products in the City starting on February 25, 2010.

In response to the lawsuit, Council Speaker Christine Quinn, healthcare advocates, and several City Council members gathered at City Hall in order to send the message that they would not "back down," settle, or negotiate about the new law. Quinn stated: "What we did was legally right, but, more importantly, it was morally right, and we are not going to let this lawsuit threaten us..."

USSTMC and USSTB allege that the new law is invalid because they believe that The Family Smoking Prevention and Tobacco Control Act (the Act which gives the FDA the authority to regulate tobacco) preempts local governments from enacting tobacco product standards that are different from Federal standards. The Family Smoking Prevention and Tobacco Control Act prohibits flavored cigarettes but allows other tobacco products to be flavored. The suit also claims that the new law would violate the Commerce Clause of the U.S. Constitution. ♦

Sources:

Snus-News Blogspot

<http://snus-news.blogspot.com/2010/01/ny-city-council-not-backing-down-as-us.html>
(1/13/2010)

CS News

http://www.csnews.com/csn/cat_management/tobacco/article_display.jsp?vnu_content_id=1004057556&imw=Y (1/7/2010)

Falcon Heights Getting Tough on Underage Tobacco Sales



Reprinted with permission from the Roseville/ Falcon Heights Review, Feb. 9 edition.

Written by George Fairbanks, Editor

With the help of the North Suburban Tobacco Compliance Project, the Falcon Heights City Council approved a new fine structure for the sale of tobacco to minors at its Jan. 28 meeting.

In the new system, the first violation is a \$500 fine and a second violation within 24 months will result in a \$750 fine. From there, a third violation within 24 months will mean a \$250 fine and revocation of a license to sell tobacco products for two years.

Justin Miller, Falcon Heights city administrator, noted the city had a business fail a compliance check in late 2009 and it was that incident that got city leaders thinking about designing a tough and clear fine struc-

ture for violators.

According to Miller, Falcon Heights has three businesses licensed to sell tobacco. The North Suburban Tobacco Compliance Project has conducted the city's compliance checks for a number of years and Miller noted the group has been very good to work with.

As for the new fine structure, Miller explained the City Council really lead the charge for change.

"It was council driven," he added.

Mayor Peter Lindstrom said he simply thought it was time for the city to craft clear guidelines for businesses that sell tobacco.

"We didn't have a fine structure at all," he said. "We thought it was prudent to put one in place."

Lindstrom also said previous violations had been handled on a case-by-case basis. With the new fine structure, he added, businesses will know exactly what the ramifications will be for failed compliance checks.

"If I was a business in the city I'd want to know exactly what would happen," Lindstrom said.

Lindstrom is also hoping the new fine structure won't appear as an anti-business measure.

"I'm hoping we never have to collect a dollar in fines," he said. Lindstrom explained the new fine structure also had clear support with

his fellow council members. He also said Falcon Heights now has one of the toughest fine structures in Minnesota.

Jeanne Weigum, the executive director of the North Suburban Tobacco Compliance Project, said the group has been working with north suburban cities for 15 years.

During that time, Weigum said, the group has gone from about 50 percent compliance to about 90 percent compliance.

"The rate of illegal sales has really changed," she added.

Teenage volunteers, in conjunction with local law enforcement, conduct compliance checks by entering a business and attempting to buy tobacco products.

Fines have clearly had an impact on driving down the number of illegal sales, Weigum said.

As an example, she referred to a store in Golden Valley that recently had its tobacco license pulled. On average that store took in \$23,000 per month in tobacco sales.

In the end, Lindstrom said, the goal in Falcon Heights is to curb teenage smoking as much as possible.

"It's critically important," he noted. ♦

Source:

<http://www.rosevillereview.com/main.asp?Search=1&ArticleID=4635&SectionID=1&SubSectionID=1&S=1>