



ELECTRONIC CIGARETTES



JUUL, on the right, is the top e-cigarette in the market currently with more than 50 percent of the market share. It rushed past blu, the former market leader. Blu, which is heavily marketed by celebrities, launched its Myblu, left. Once resembling conventional cigarettes, some top-selling e-cigarettes now deceptively look like USB flash drives.



More advanced e-cigarettes can be modified by the user and have tanks that hold a wide variety of customized "e-juices."

WHAT ARE ELECTRONIC CIGARETTES?

Electronic cigarettes, or e-cigarettes, are battery-operated devices that contain a mixture of liquid nicotine and other chemicals. The device heats this mixture, called e-juice, producing a nicotine aerosol that is inhaled. E-cigarettes are also called e-hookahs, e-pipes, vapes, JUULs, hookah pens or personal vaporizers.

E-CIGARETTES ARE NOT PROVEN SAFE.

E-cigarettes contribute to indoor air pollution. Studies have found nicotine, heavy metals, toxins, and carcinogens in e-cigarette aerosol, which is often mistakenly called "vapor."¹

FDA NOW REGULATING E-CIGARETTES.

The Food and Drug Administration (FDA) began a two-year process in 2016 to establish basic regulations for e-cigarettes. Before this, e-cigarettes were completely unregulated.

These regulations:

- Prohibit free samples of e-cigarette liquid made or derived from tobacco.
- Require a thorough review process for any product marketed after Feb. 15, 2007.
- Prohibit sales to minors.
- Require manufacturers of e-cigarettes, liquid, or components and parts of electronic cigarettes to register with the FDA.
- Prohibit the sale of e-cigarettes from vending machines, unless in an adult-only facility.
- Prohibit sellers from claiming that their products are less hazardous than smoking unless they provide sufficient evidence to the agency.
- Require manufacturers to submit a list of ingredients for e-cigarette liquid.
- Place warning labels on products.

The rules were slated to begin in 2018, yet still do not fully regulate e-cigarettes like other tobacco products. For example, while federal law prohibits flavored cigarettes, there is no such rule in place for electronic cigarettes. Additionally, the FDA rules do not prohibit the sale of these products online.³

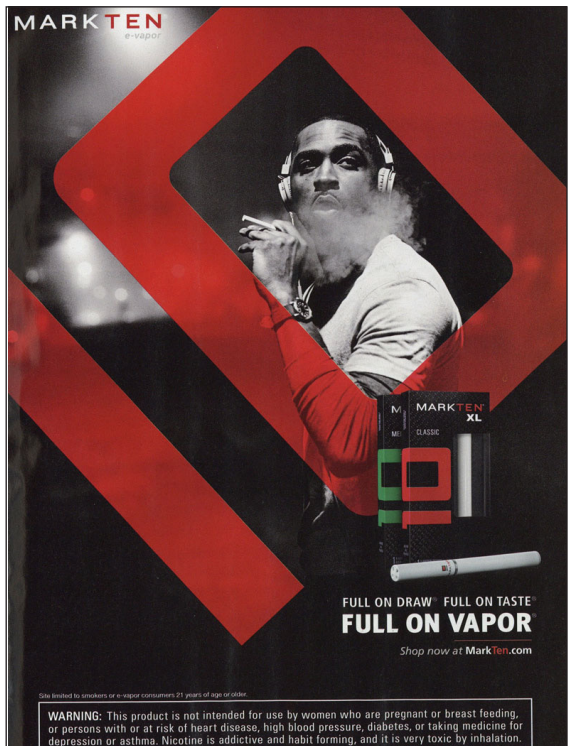
MINNESOTA HAS TAKEN STEPS TO REGULATE E-CIGARETTES.

Minnesota law prohibits e-cigarette use in public schools, hospitals, clinics and government-owned buildings, including city and county buildings, and licensed daycare facilities during hours of operations. Minnesota law requires e-cigarette liquids and systems to be sold in child-resistant packaging. Federal law also requires e-juice containing nicotine be sold in child-resistant packaging and prohibits free sampling. E-cigarettes cannot be sold from movable places of business, such as mall kiosks or community events, or self-service displays. Retailers are required to obtain a tobacco license before selling these products and ensure these products are only sold to those who are 18 years of age or older. Many counties and cities have included e-cigarettes in their local clean indoor air policies to prohibit use in all places where smoking is not allowed.



Source: Trinketsandtrash.org

This blu ad encourages customers to be rebellious and enjoy blu with their friends. Their advertising centers around smoker independence and using blu anywhere they want.



Source: Trinketsandtrash.org

This MarkTen ad talks about full taste from their electronic cigarette and also uses hip hop imagery to appeal to diverse groups.

E-CIGARETTE USE HAS INCREASED AMONG YOUTH.

E-cigarette use is increasing among youth. For the first time since 2000, the Minnesota youth tobacco use rate increased. This is due, in part, to a large increase in the use of e-cigarettes. One in five youth (19.2 percent) currently use e-cigarettes, according to the 2017 Minnesota Youth Tobacco Survey, a 49 percent increase since the 2014 survey.³

E-CIGARETTES ARE MARKETED TO YOUTH.

E-cigarettes come in a variety of flavors, such as gummy bear, fruit punch, chocolate, cherry crush and piña colada. Flavored tobacco products and e-cigarettes appeal to young people.⁴

E-CIGARETTES ARE NOT APPROVED AS A CESSATION TOOL.

E-cigarettes have not been proven to be better for quitting than existing programs. Overall, evidence suggests e-cigarettes might cause youth who use them to transition to use of combustible tobacco products. They might also increase adult cessation of combustible tobacco cigarettes.¹ For those wanting to quit, there are FDA-approved quit aids such as gum, patches and lozenges, available at little or no cost through insurance companies or Minnesota's statewide QUITPLAN® Services (www.quitplan.com), which are free.

NICOTINE IS A POTENT DRUG FOR YOUTH.

Nicotine interferes with brain development and can have a long-term effect on cognitive development and mental health. Even brief or intermittent nicotine exposure during adolescence can cause lasting damage.⁵ E-cigarette use by youth and young adults increases their risk of using conventional cigarettes in the future.¹ Exposure to nicotine may increase the risk of addiction to other substances by causing changes within the brain.⁶

SOURCES

¹ National Academies of Sciences, Engineering, and Medicine. 2018 Public Health Consequences of E-Cigarettes. The National Academies Press. 2018

² FDA.gov (2016). Vaporizers, E-Cigarettes, and other Electronic Nicotine Delivery Systems (ENDS). <http://www.fda.gov/TobaccoProducts/Labeling/ProductsIngredientsComponents/ucm456610.htm>

³ Minnesota Department of Health. Teens and Tobacco in Minnesota: Highlights from the 2017 Youth Tobacco Survey. February 2018.

⁴ US Surgeon General (2012). Preventing tobacco use among youth and young adults. Atlanta, GA: Department of Health and Human Services, Centers for Disease Control and Prevention.

⁵ Goriounova, N., Mansvelde, H. Nicotine exposure during adolescence alters the rules for prefrontal cortical synaptic plasticity during adulthood. *Frontiers in synaptic neuroscience*. 2012.

⁶ http://www.health.state.mn.us/divs/hpcd/tpc/topics/nicotine_docs/2017nic_advisory.pdf

The Association for Nonsmokers-Minnesota is dedicated to reducing the human and economic costs of tobacco use in Minnesota.
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