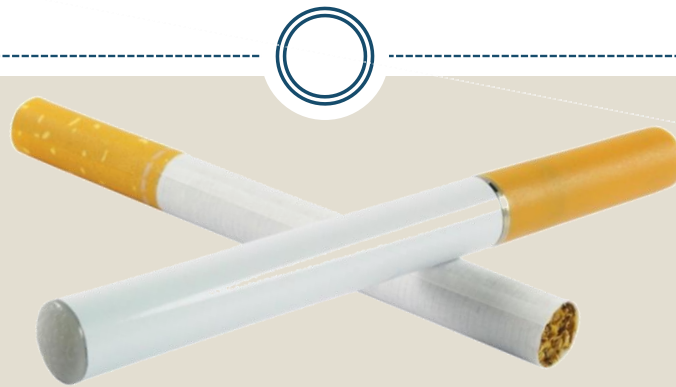


Electronic Cigarettes



Phil Huang, MD, MPH

Medical Director/Health Authority
Austin/Travis County HHSD



Regulation of E-Cigarettes



- **Not** currently regulated and many are produced outside the United States
- **No** oversight of manufacturer's claims or independent reseller's claims regarding:
 - The potential risks of e-cigarettes when used as intended
 - How much nicotine or other potentially harmful chemicals are being inhaled during use
 - Possible use as cessation aid

Not Just Water Vapor



- Nicotine
- Propylene Glycol
- Volatile Organic Compounds
 - Benzene & Toluene
- Metals
 - Aluminum, Iron, Nickel, Lead, Chromium, Copper, Magnesium, Manganese
- Carbon Compounds
 - Formaldehyde, Acetaldehyde & Acrolein
- Tobacco-Specific Nitrosamines
 - (i.e., carcinogens derived from tobacco)

Not a Cessation Aid



- **No** conclusive scientific evidence currently exists to support claims that e-cigarettes can be an effective cessation Aid.
 - Longitudinal population studies show that e-cigarette use is associated with a lower odds of quitting.
- There is a high level of dual use of e-cigarettes and conventional cigarettes among adults.
- Marketed as a “bridge” or “dual use” product that allows cigarette smokers to continue to smoke in places where it is prohibited , which impedes with cessation efforts.

Youth



- Youth are rapidly adopting e-cigarettes
 - E-cigarettes contain candy flavors (i.e. cotton candy, bubble gum, cherry, chocolate)
 - High levels of dual use
 - Youth who use e-cigarettes are heavier (not lighter) smokers
 - Youth who use e-cigarettes are much less likely to have stopped smoking
- From 2011-2012, ever use of e-cigarettes among all students in grades 6-12 more than doubled, from 3.3% to 6.8%.
- Re-normalizing and even glamorizing smoking

Poison Control Reports



- Poison control centers nationwide reported 438 cases of nicotine exposure from electronic cigarettes in 2012, the latest year that had data available, according to the National Poison Data System. That was up from 256 cases in 2011.
- Almost half of the cases in each year involved children ages 5 and younger.

Adverse Event Reports for e-Cigarettes



FDA regularly receive voluntary reports of adverse events involving e-cigarettes from consumers, health professionals and concerned members of the public. The adverse events described in these reports include hospitalization for illnesses such as

- pneumonia,
- congestive heart failure,
- disorientation,
- seizure,
- hypotension, and
- other health problems.

Is History Repeating Itself?



JAMES ARNESS--STAR OF GUNSMOKE®

"Puff by puff...
Less tars... More taste...
That's today's L&M"

Yes, today's L&M gives you... **Less tars & More taste**

They said it couldn't be done... a cigarette with such an improved filter... with such exciting taste. But L&M did it! L&M's patented filtering process electronically places extra filtering fibers crosswise to the stream of smoke... something today's L&M do give you... puff by puff... less tars in the smoke than ever before. Yet L&M draws easy... delivering you the clean rich taste of the Southwest's finest cigarette tobaccos. The best tasting smoke you'll ever find!

Live Modern...
change to
Modern

blu ELECTRONIC CIGARETTES

Take back your freedom with blu eCigs®, the new alternative to traditional cigarettes.

- Smoke Virtually Anywhere
- No Tobacco Smoke, Only Vapor
- Flavors Made in the U.S.A.

Now Available in Retail Stores Nationwide

NOT FOR SALE TO MINORS. blu eCigs® electronic cigarettes are not a smoking cessation product and have not been evaluated by the Food and Drug Administration, nor are they intended to treat, prevent or cure any disease or condition. ©2012 LOEC, Inc. blu® are trademarks of Lorillard Technologies, Inc.

Photography by Francesco Carozzi

blucigs.com/store-locator/

Glamour and Health

20,679 Physicians
*say **LUCKIES** are
less irritating*

**I too prefer
LUCKIES
because...**

Toasting removes
dangerous irritants
that cause
throat irritation
and coughing

"It's toasted"
Your Throat Protection—
against irritation—against cough.



SMOKE IN STYLE
With blu Electronic Cigarettes

Freedom never goes out of fashion. Control when and where you want to smoke with blu electronic cigarettes. blu produces no tobacco smoke and no ash, only vapor, making it the ultimate accessory and the smarter alternative to regular cigarettes. Step out in style with blu.

 **'Like' us on
Facebook**
facebook.com/blucigs



blucigs.com

* Introducing the World's First Sweet Patch flavor

18+ ID required. | blu cigs are not a smoking cessation product and have not been evaluated by the Food and Drug Administration, nor are they intended to treat, prevent or cure any disease or condition.

Why Quit?



**Considering
all I'd heard,
I decided to
either quit
or smoke True.**

I smoke True.

The low tar, low nicotine cigarette.
Think about it.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

For People Who Don't Smoke: 100% Nicotine Free. For 100% Nicotine Free: 100% Nicotine Free.

WHY QUIT? SWITCH TO BLU

blu is the smart choice for smokers wanting a change. Take back your freedom to smoke when and where you want without ash or smell. blu is everything you enjoy about smoking and nothing else. Nobody likes a quitter, so make the switch today.

Visit blucigs.com



* From My Smart Tools

PREMIUM ELECTRONIC CIGARETTE

18+ only. CALIFORNIA PROPOSITION 65 - **Warning:** This product contains nicotine, is chemical known to the state of California to cause birth defects or other reproductive harm.

A vintage-style advertisement for Chesterfield cigarettes. The central image shows a woman in a white pilot's uniform and goggles, smiling and leaning out of the cockpit of a biplane. She is holding a pack of Chesterfield cigarettes. Below her, a red banner reads "FASTEST WAY" and a blue banner reads "to SMOKING PLEASURE". At the bottom, a white banner says "VIA Chesterfield They Satisfy". A pack of Chesterfield Cigarettes is shown in the bottom right corner.

FASTEST WAY
to SMOKING PLEASURE
VIA Chesterfield They Satisfy

Chesterfield CIGARETTES

Copyright © 2008 & Philip Morris Inc.

A modern advertisement for FIN Electronic Cigarettes. The background shows a woman in a white halter top and a red polka-dot skirt, smoking a cigarette. She is standing on a wooden pier with several vintage biplanes in the background. The text "Rewrite The Rules." is at the top. The brand name "FIN" is in a red box, with "Electronic Cigarettes" below it. At the bottom, there is a QR code, a coupon code, and the website URL.

Rewrite The Rules.

FIN
Electronic Cigarettes

REDEEM YOUR \$5 OFF COUPON AT FINCIGS.COM/ROLLINGSTONE

FIN
Electronic Cigarettes

Santa Spokesperson



Guard Against Throat-Scratch
 enjoy the smooth smoking of fine tobaccos

...smoke **PALL MALL**
 the cigarette whose mildness
 you can measure.

Study This Puff Chart:
PUFF BY PUFF... YOU'RE ALWAYS AHEAD WITH PALL MALL

1	2	3

The 4th puff is a shorter puff than the 3rd puff through the tobacco filter. The smoke is more in the throat and the taste is milder. The 4th puff is the best of any of the leading cigarettes.

Figure after 2 puffs of mild cigarette you can see more smoke rising from the cigarette than on the 3rd puff of the 4th puff. The 4th puff is the best of any of the leading cigarettes.

...on 10 puffs Pall Mall's greater length of fine tobacco will provide the smoke for the 10th puff. The smoke will taste of mild tobacco. The 10th puff gives you a satisfaction at the end of each puff that is the equivalent of a 10th puff.

Whenever you go today, you will see more and more people smoking PALL MALL - the cigarette whose mildness you can measure.

Outstanding
 ...and they are mild!

Merry Christmas
PALL MALL
 Merry Christmas

P.S. LET A CARTON OF PALL MALLS SAY "MERRY CHRISTMAS" FOR YOU

**"I DONT ALWAYS VAPE,
 BUT WHEN I DO, I CHOOSE VAPOR SHARK."**

- KRIS KRINGLE

vaporshark
 Electronic Cigarettes
 www.vaporshark.com

005472 CLEARCHANNEL

Youth and Rebellion



DEAR SMOKING BAN,

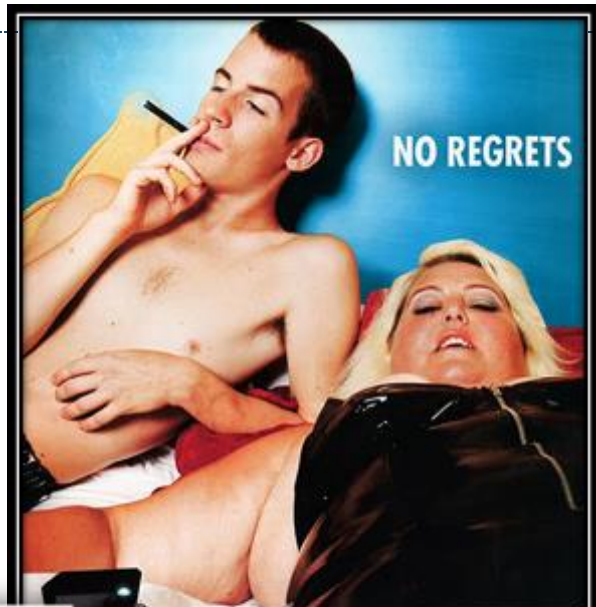


blu ELECTRONIC CIGARETTE

Take back your freedom to smoke anywhere with blu electronic cigarettes. blu produces no smoke and no ash, only vapor, making it the smarter alternative to regular cigarettes. It's the most satisfying way to kill the smoking bug for good. Okay, maybe the second most satisfying way.

blucigs.com

8+ only. CALIFORNIA PROPOSITION 65 Warning: This product contains nicotine, a chemical known to the state of California to cause birth defects or other reproductive harm.



NO REGRETS

blu ELECTRONIC CIGARETTE

With no odor and no ash, blu allows you to enjoy your habit anywhere with no regrets.

blucigs.com

CALIFORNIA PROPOSITION 65 Warning: This product contains nicotine, a chemical known to the state of California to cause birth defects or other reproductive harm.

NJOY HOME DISCOVER BUY ONLINE FIND A STORE JOIN US * E-CIG SURVEY *



Legislation



- 12 states– CA, CO, ID, KS, MD, MN, NJ, NH, NY, TN, UT and VT– have enacted legislation prohibiting the sale of e-cigarettes to minors.
- 108 Municipalities & 3 states prohibit e-cigarette use in smokefree environments
- Recently New York City, Chicago, and Los Angeles have restricted e-cigarette sales to minors and prohibited indoor use.
- Locally
 - San Marcos
 - Williamson Co.
 - Travis Co.

Electronic Cigarettes Summary



- Not regulated
- Not just water vapor (contains known carcinogens and heavy metals)
- No scientific evidence to support claims that e-cigarettes can be an effective cessation tool.
- Might promote dual use
- Complicates enforcement
- Marketed to children (i.e. cotton candy, bubble gum flavors)