

Electronic Cigarettes

Electronic cigarettes (or e-cigarettes) are devices that claim to contain no tobacco, but are designed to look like conventional cigarettes. They are intended to be inhaled, (known as *vaping*), similar to how a smoker uses conventional cigarettes. They produce a mist or vapor upon each inhalation that resembles and tastes like the smoke produced by combustible tobacco products.

These products are designed with a rechargeable battery-operated heating element that volatilizes the chemical constituents contained within replaceable cartridges. These cartridges may or may not include nicotine.

The amount of nicotine varies widely based on cartridge brand and strength, but is generally 6-18mg nicotine per cartridge, equivalent to about ½ of a pack to 1 ½ packs of cigarettes. Zero nicotine cartridges are also offered.

New electronic nicotine delivery systems (ENDS) also include electronic cigars (e-cigars) and electronic hookahs (e-hookahs).

The Concerns about E-cigarettes

- E-cigarettes are being promoted as a less dangerous alternative to cigarettes or smoking cessation aid, however e- cigarettes have not been approved as safe by the U.S. Food and Drug Administration (FDA). The FDA has warned the public that e-cigarettes contain various toxic and carcinogenic (cancer causing) chemicals.
- A laboratory analysis of electronic cigarette samples conducted by the U.S. Food and Drug Administration has found that they contain carcinogens and toxic chemicals such as diethylene glycol, an ingredient used in antifreeze.
- E-cigarettes emit a vapor through a process similar to passive tobacco smoking called *passive vaping*. The health effects of exposure to *passive vaping* are currently unknown.
- Companies sell flavored nicotine solutions in wide array of flavors, many of which are candy/fruit flavors, including vanilla, banana, almond, vanilla ice cream, cherry, mint, peach cobbler, and mint chocolate, which may appeal to youth.
- The solutions are very concentrated. Therefore a 30ml (about 1 oz) bottle of e-cigarette solution can easily contain 500+ mg of nicotine. Some may even be over 1,000 mg per bottle. This creates a risk of overdosing or poisoning, because the lethal dose of nicotine for adults is 30-60mg if swallowed, and for children is just 10mg.

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Marketing Tactics:

- E-cigarettes are being marketed as better smelling, cheaper, and flavorful alternatives to combustible tobacco products.
- These products are also being advertised in misleading ways. The picture (right) of a mall kiosk advertises the e-cigarette as a “safe alternative to smoking.”
- These products are available at mall kiosks where youth are present and are promoted heavily online as well, receiving celebrity endorsements.



Want to Quit Smoking?

- There are methods for treating tobacco use addiction that have been thoroughly researched and are endorsed by health care professionals. Specifically, the U.S. Public Health Service issued the [2008 update to the Clinical Practice Guideline on Treating Tobacco Use and Dependence](#).
- There are seven first line medications that FDA has approved for treating tobacco use addiction, and e-cigarettes are not one of them.
- Consumers need to know that e-cigarettes are not an FDA-approved device. Promotion of these products as a cessation aid without approval of the FDA is prohibited.
- Smokers wanting to quit should contact a health care provider for assistance and call 1-800-Quit-Now or visit www.QuitNowIndiana.com for evidence-based support, advice and resources.

In April, 2011 the FDA issued a letter to its stakeholders announcing that they are developing a strategy to regulate this emerging class of products as tobacco products under the Family Smoking Prevention and Tobacco Control Act. [Click here](#) to access information on e-cigarettes from the FDA Center for Tobacco Products.

States, local communities, businesses, schools, and other policymaking bodies have the authority to prohibit e- cigarettes use by including them in smoke-free air policies.

Additional Resources:

[American Legacy Foundation e-cigarettes fact sheet](#)

[What Employers Need to Know about E-cigarettes](#) developed by the National Business Group on Health

[Resources on E-cigarettes](#) from the Americans for Nonsmokers' Rights

[Regulatory Options for E-cigarettes](#) from the Tobacco Control Legal Consortium

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