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is Doing You Damage.**

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AUGUST 2009 TOBACCO INDUSTRY UPDATE

FDA RELEASES PRODUCT ANALYSIS REPORT FOR ELECTRONIC CIGARETTES

Safety of Electronic Cigarettes is Focal Point in FDA Analysis: A recent investigation conducted by the FDA examined the safety of electronic cigarettes. These initial tests confirm that electronic cigarettes contain detectable levels of carcinogens and other toxic chemicals. In response to these preliminary findings, tobacco companies claim that electronic cigarettes are not marketed as safe alternatives and have sued the FDA for unwarranted intervention.

Campaign Strategies and Target Populations:

Tobacco companies declare that electronic cigarettes are not specifically marketed as methods of cessation, yet these products are advertised as tobacco-free alternatives. In many advertisements smokers are encouraged to adopt a healthier habit by substituting electronic cigarettes for regular cigarettes. Since these tobacco products still contain nicotine and mimic the behavior of conventional smoking, electronic cigarettes are likely to be just as addictive as traditional cigarettes. Whether these products are endorsed as cessation tools, a campaign strategy of the tobacco industry is to illustrate these products as healthier alternatives for customary smoking practices. Advertisements often suggest that electronic cigarettes are an initial step toward becoming smoke-free.

Consumers are manipulated into believing that electronic cigarettes produce the same effect as traditional methods of smoking without sacrificing taste or routine. Many individuals are deceived by advertising which suggests that electronic cigarettes are less harmful and addictive. Based on research conducted by the FDA, this understanding has been proved incorrect. There are numerous potential risks factors associated with electronic cigarettes, and while the FDA continues to investigate the safety of the product, the data already collected indicates that there are severe health risks associated with using electronic cigarettes.

Health officials are also concerned that electronic cigarettes have been marketed for youth and adolescence. Electronic cigarettes are available in a variety of flavors, including vanilla, chocolate, strawberry, bubble gum, ice cream, mint, and peach cobbler. According to health experts, the availability of fruit and candy flavors is likely to increase the appeal of electronic cigarettes for youth populations. Even though these products do not contain tobacco, they are still addictive. One official expressed concern because "there's nothing that prevents youth from getting addicted to nicotine." In fact, nicotine may be concentrated in higher dosages in electronic cigarettes than in traditional products. Electronic cigarettes are particularly dangerous because of their advertisement strategy and targeted population. Since the product is still under examination by the FDA, tobacco companies focus on the product's uncertainty as a way to devise a marketing campaign.

Consumer Awareness:

Tobacco companies have filed law-suits against the FDA claiming that their "biased" presentation of scientific data has negatively impacted public opinion of electronic cigarettes. In a report issued by the FDA, the commissioner of food and drugs proclaimed that "the FDA is concerned about the safety of [electronic cigarettes] and how they are marketed to the public." Numerous health reports state that electronic cigarettes should not be used as a means of breaking a tobacco dependency. There are numerous methods for treating tobacco and nicotine addictions, but substituting electronic cigarettes for traditional cigarettes is not an effective means of cessation. Consumers should be aware that electronic cigarettes are not approved methods for relinquishing addiction and that the advertisement of these products as cessation tools is prohibited without an approval from the FDA. Smokers wanting to quit smoking should contact their health care provider or call 1-800-QUIT-NOW for reliable assistance.