



# E-Cigarettes: What We Know and Don't Know

**Kathy L. Nichols, MS, CHES, CTTS**

**Associate Director**

**UF Area Health Education Centers (AHEC) Program**

# Presentation Outline



Overview and History of Electronic Nicotine Delivery Systems

Components and Use of E-cigarette Devices

Prevalence Data

Scientific Health Assessments and Findings

Policy and Legal Response

Marketing Implications

The Future of E-cigarettes

# OVERVIEW AND HISTORY OF ELECTRONIC NICOTINE DELIVERY SYSTEMS



# What's in a Name?

- Electronic Nicotine Delivery Systems (ENDS)
- Electronic Nicotine Delivery Device (ENDD)
- Electronic Cigarette
- E-cigarette
- E-cig
- Personal Vaporizer



“Smokers” are now “vapers,” who, instead of identifying themselves with a particular brand of cigarette, identify themselves by the type of e-cigarette they use and the flavors they prefer.

Barbeau, A., Burda, J., Siegel, M. (2013). Perceived efficacy of e-cigarettes versus nicotine replacement therapy among successful e-cigarette users: a qualitative approach. *Addiction Science & Clinical Practice*, 8(5).

# Who Invented the E-Cigarette?

- Hon Lik, a Chinese pharmacist from Beijing, is generally credited with inventing e-cigarettes as they exist in their current form in 2003 while working for Golden Dragon Holdings, which later changed its name to Ruyan, which means "Resembling smoking."
- Ruyan began marketing e-cigs in China in 2004, and soon after began exporting them to Europe and the US.

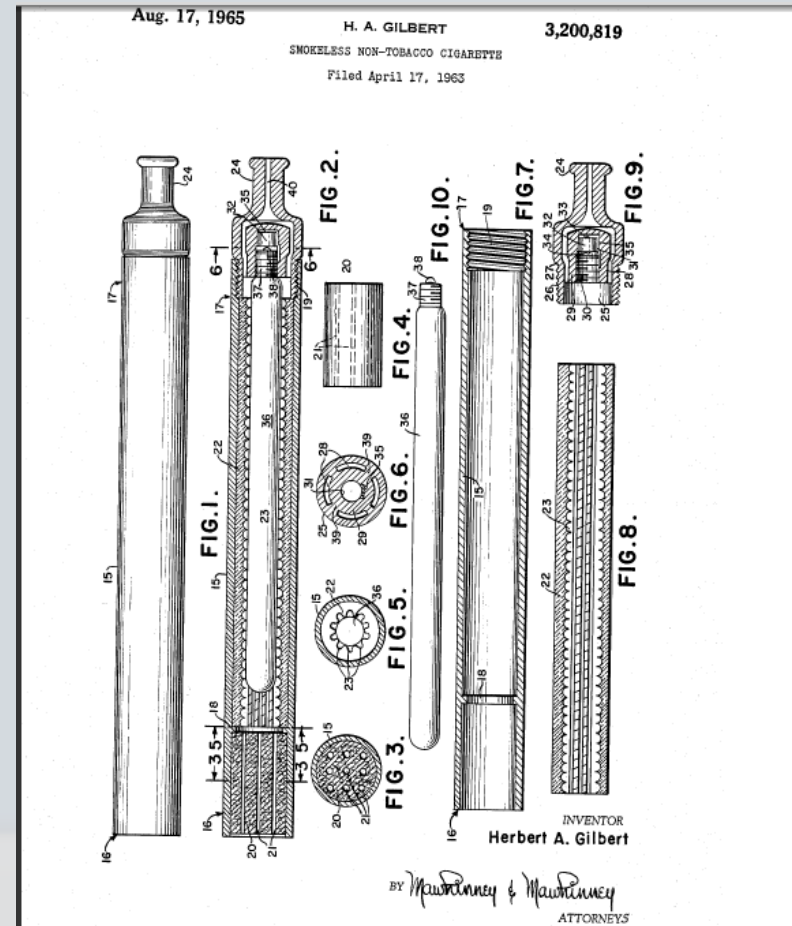


Foulds, J., Veldheer, S., Berg, A. (2011). Electronic cigarettes (e-cigs): views of aficionados and clinical/public health perspectives. *International Journal of Clinical Practice*, 65(10):1037-42.

Henningfield, J. E., Zaatari, G. S. (2010) Electronic nicotine delivery systems: emerging science foundation for policy. *Tobacco Control*, 19(2):89-90.

# Little-Known Trivia...Who ELSE (Maybe) Invented the E-Cigarette?

- In 1963, Herbert A. Gilbert filed a patent for a smokeless non-tobacco cigarette with the US Patent Office, and two years later, his patent was accepted.



Tenk, J. (2009). New Invention of 1963: The Smokeless Non-Tobacco Cigarette. Retrieved 5/27/13 from <http://www.e-cig.org/2009/11/07/new-invention-of-1963-the-smokeless-non-tobacco-cigarette/>



# COMPONENTS AND USE OF E-CIGARETTE DEVICES



# What's in an E-Cigarette?



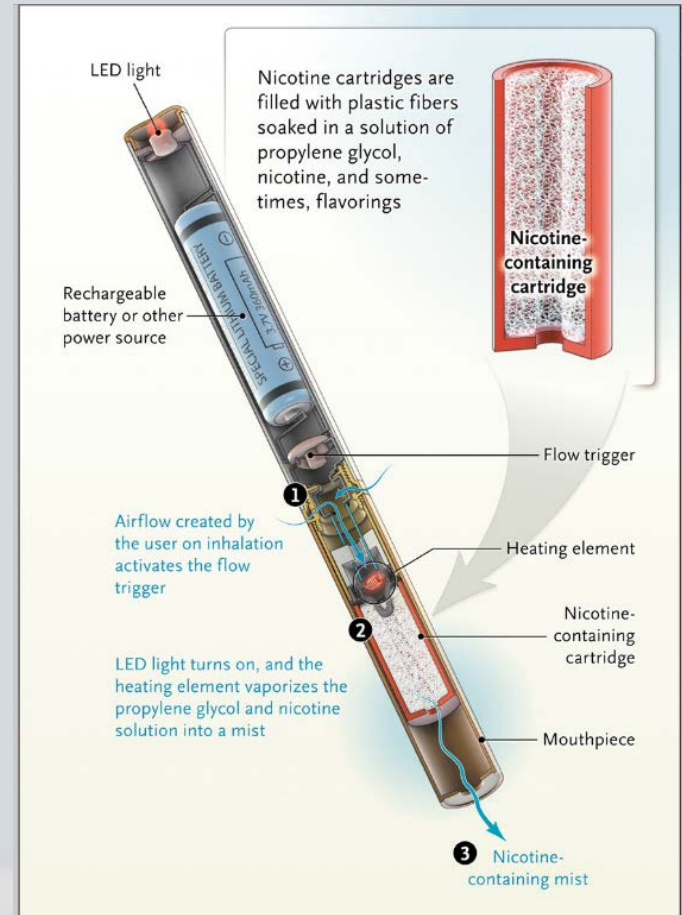
Cobb, N. K., Abrams, D. B.. (2011). E-cigarette or drug-delivery device? Regulating novel nicotine products. *The New England Journal of Medicine*, 365(193-195).

Kuschner, W. G., Reddy, S., Mehrotra, N., Paintal, H.S. (2011). Electronic cigarettes and thirdhand tobacco smoke: two emerging health care challenges for the primary care provider. *International Journal of General Medicine*, 4(115-120).



# How Does an E-Cigarette Work?

- The user inhales on the mouthpiece, which activates the flow trigger (and LED light as applicable) in the device.
- The battery sends a current to the heating element, which heats and vaporizes the contents of the cartridge.
- The user breathes in the vapor mist.



Cobb, N. K., Abrams, D. B.. (2011). E-cigarette or drug-delivery device? Regulating novel nicotine products. *The New England Journal of Medicine*, 365(193-195).

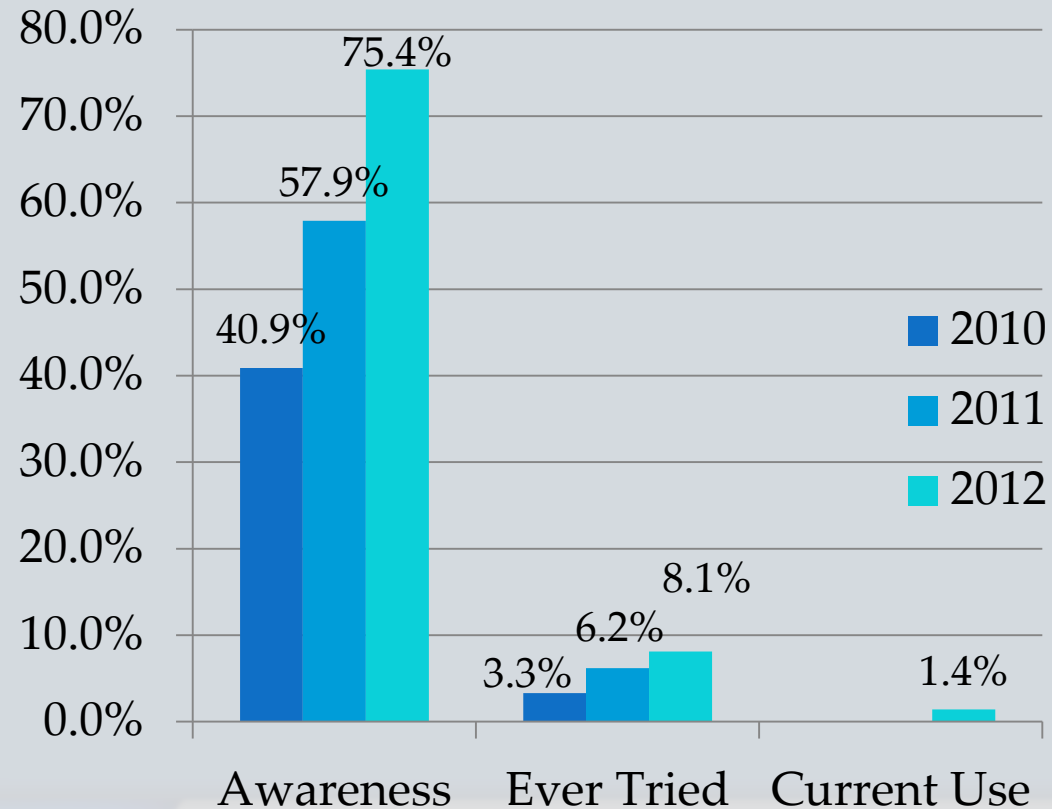
Kuschner, W. G., Reddy, S., Mehrotra, N., Paintal, H.S. (2011). Electronic cigarettes and thirdhand tobacco smoke: two emerging health care challenges for the primary care provider. *International Journal of General Medicine*, 4(115-120).

# PREVALENCE DATA



# Adult Awareness and Use

## US Population

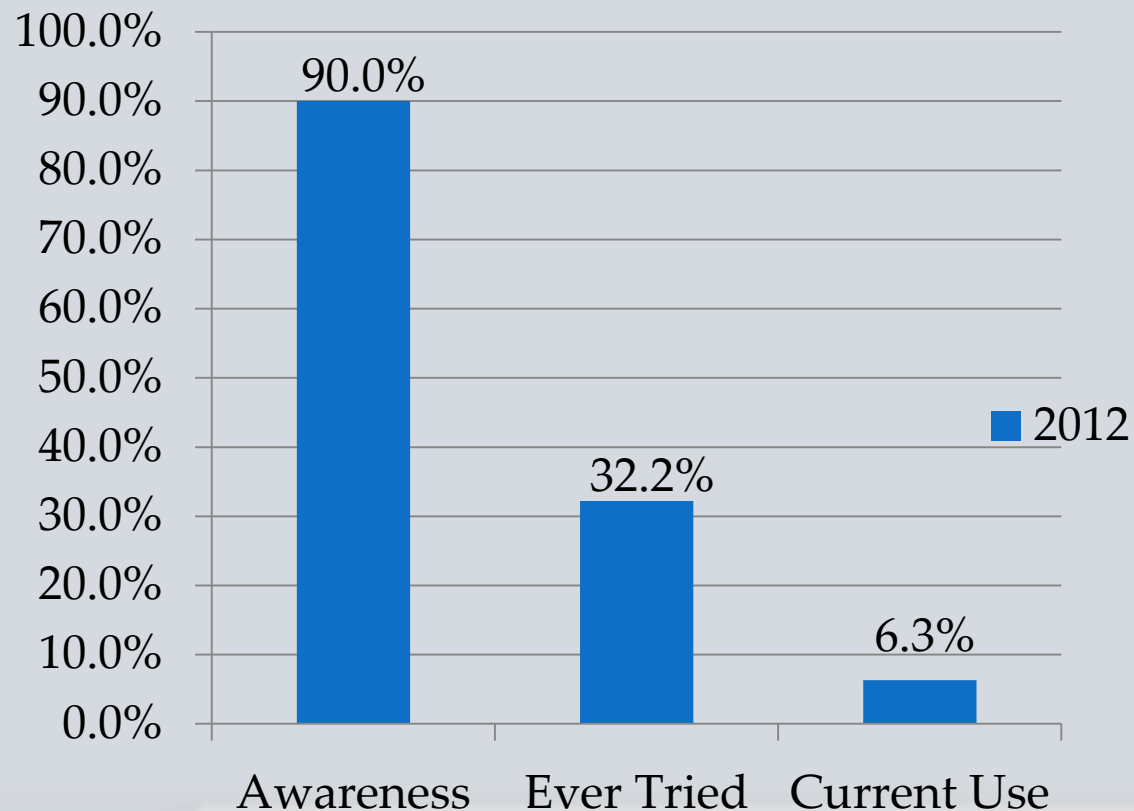


Zhu S-H, Gamst A, Lee M, Cummins S, Yin L, et al. (2013) The Use and Perception of Electronic Cigarettes and Snus among the U.S. Population. PLoS ONE 8(10): e79332. doi:10.1371/journal.pone.0079332

King, B. B., Alam, S., Promoff, G, Arrazola, R., Dube, S. R. (2013) Awareness and Ever Use of Electronic Cigarettes Among U.S. Adults, 2010-2011. Nicotine Tobacco Research, 15(9): 1623-7.

# Adult Awareness and Use

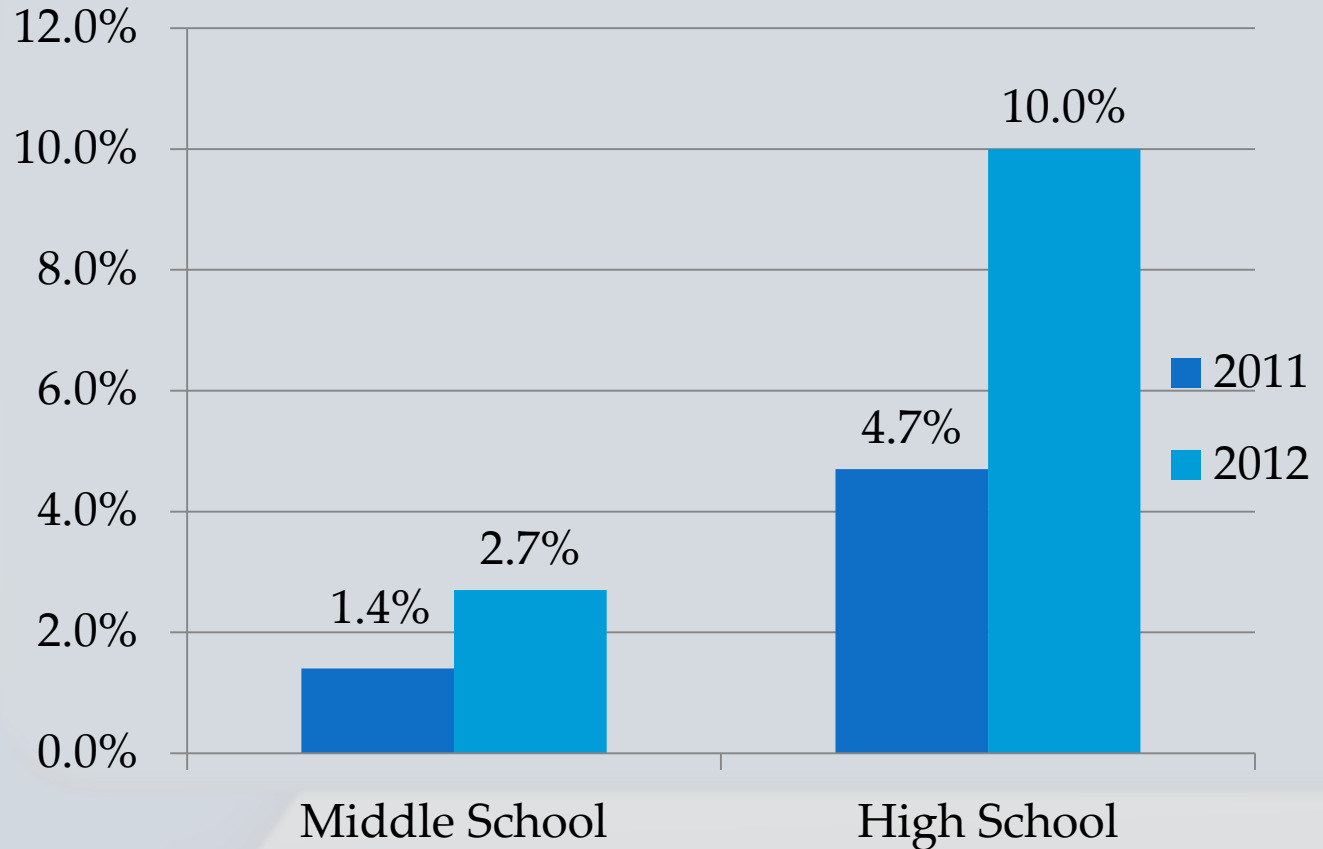
## US Current Smokers



Zhu S-H, Gamst A, Lee M, Cummins S, Yin L, et al. (2013) The Use and Perception of Electronic Cigarettes and Snus among the U.S. Population . PLoS ONE 8(10): e79332. doi:10.1371/journal.pone.0079332

# U.S. Youth Use

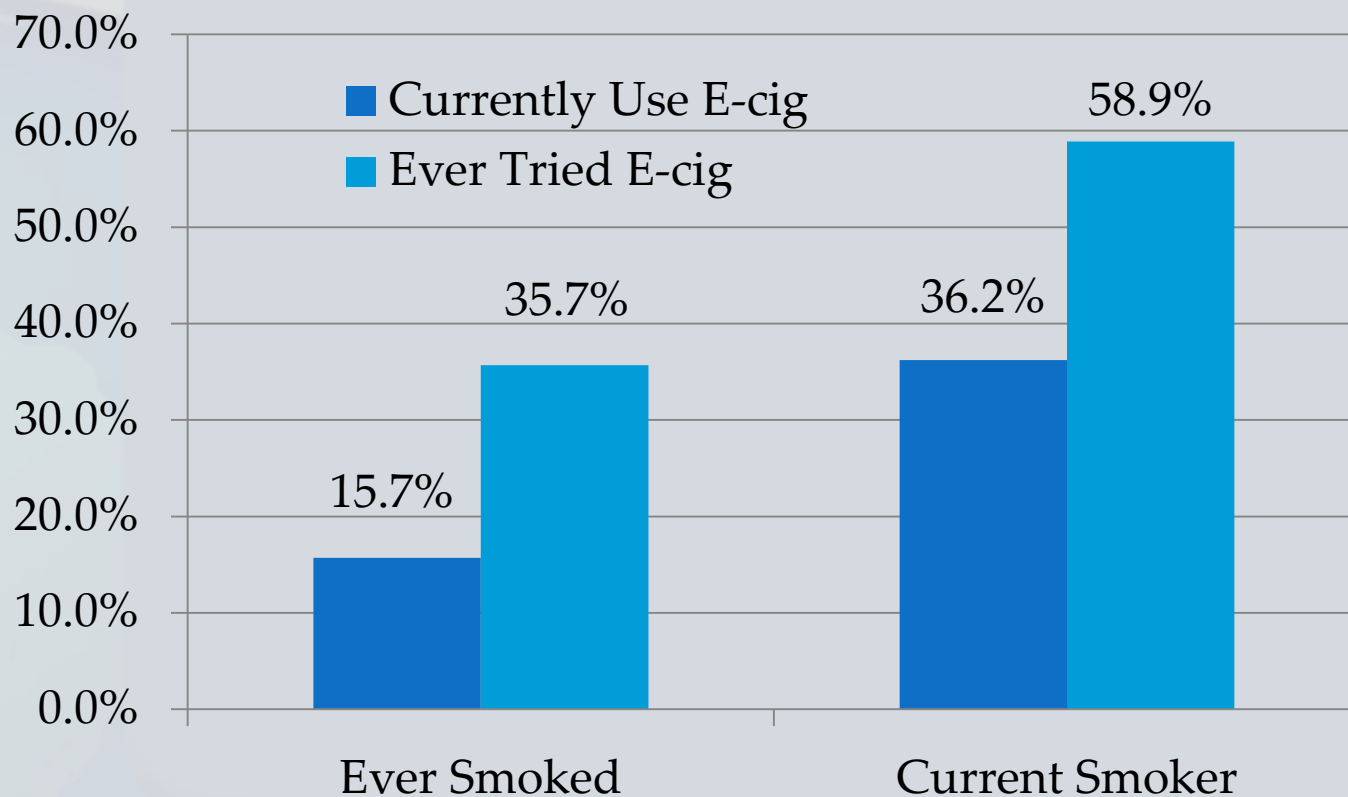
## Ever Tried



Centers for Disease Control and Prevention. (2013) E-cigarette use more than doubles among U.S. middle and high school students from 2011-2012. Retrieved from <http://www.cdc.gov/media/releases/2013/p0905-ecigarette-use.html>

# Florida Youth Use

## High School Students

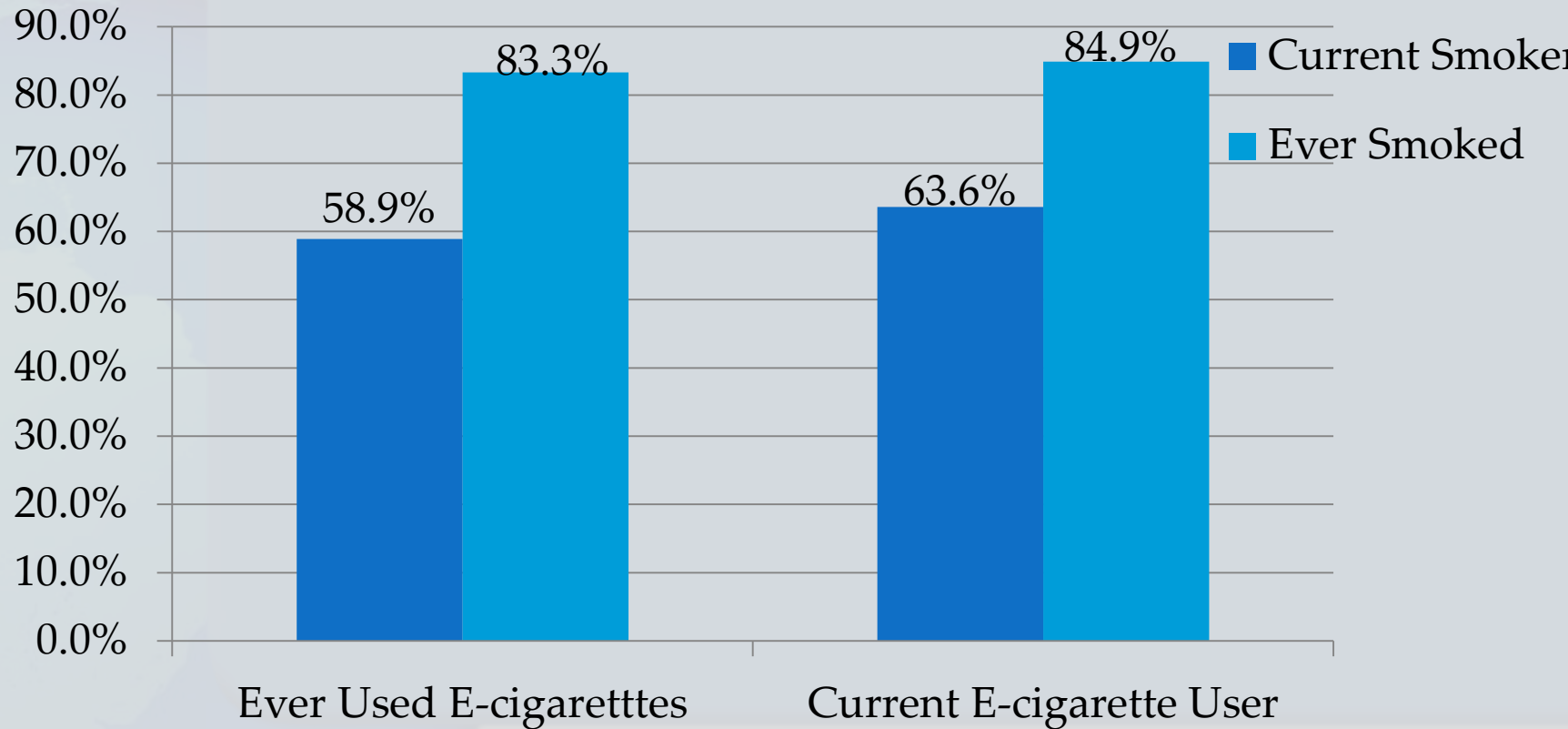


2012 Florida Youth Tobacco Survey, <http://www.floridahealth.gov/reports-and-data/survey-data/fl-youth-tobacco-survey/reports/index.html>



# Florida Youth Use

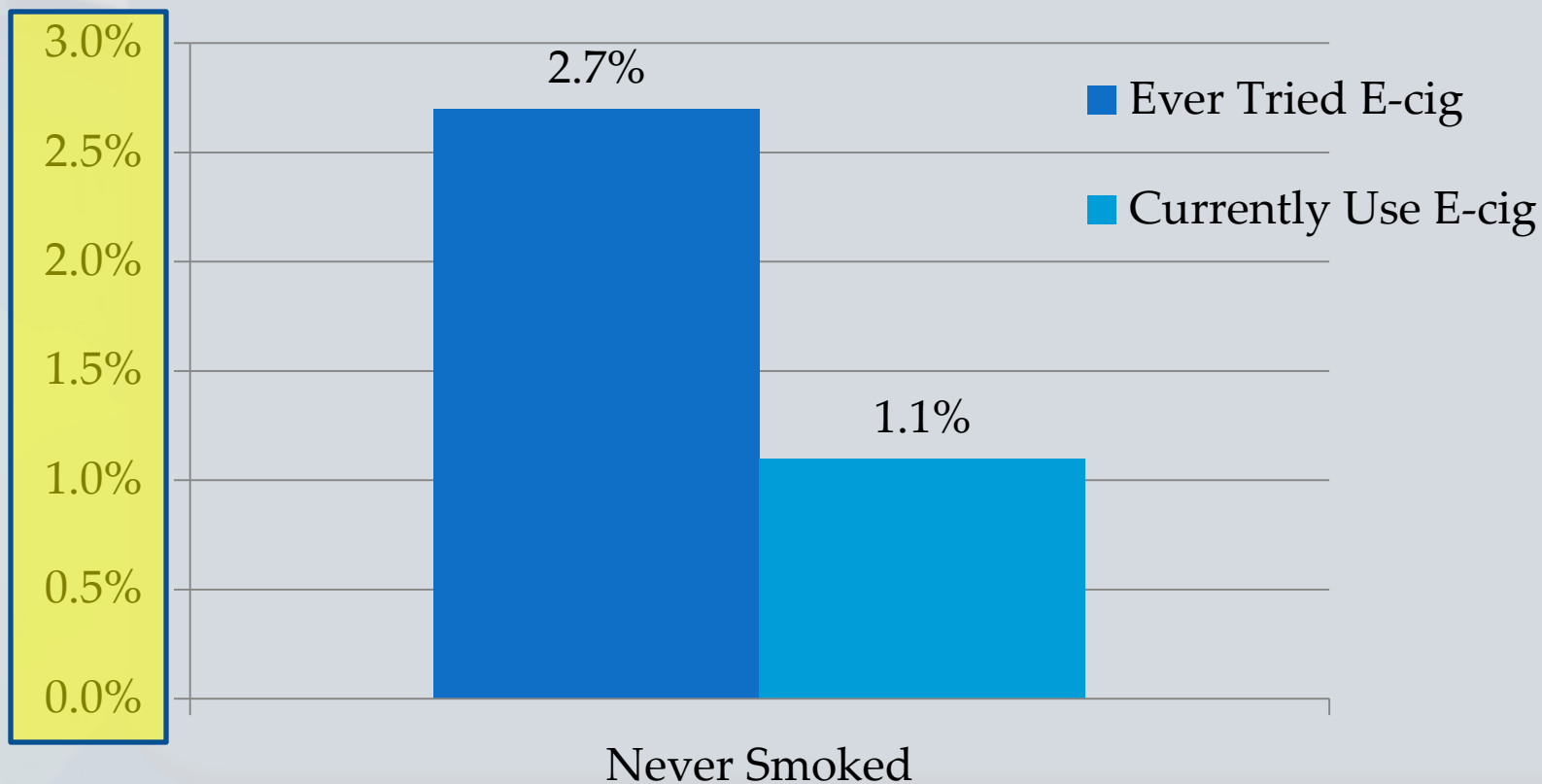
## High School Students



2012 Florida Youth Tobacco Survey, <http://www.floridahealth.gov/reports-and-data/survey-data/fl-youth-tobacco-survey/reports/index.html>

# Florida Youth Use

## High School Students



2012 Florida Youth Tobacco Survey, <http://www.floridahealth.gov/reports-and-data/survey-data/fl-youth-tobacco-survey/reports/index.html>

# Where Have You Seen E-cigs for Sale?

- Online
- Convenience Stores
- Pharmacies
- Big Box Stores
- Malls
- Tobacco Specialty Shops
- Liquor/Beverage Stores
- Grocery Stores
- Television




South Beach Smoke Reviews & Ratings – Coupon plus Rebate

Trendy ecig produces lot's of vapor and offers stylish accessories. [Visit site to buy](#) [More Info](#)


Overview [Reviews & Ratings](#) [Full Product Details & More](#) [Leave a Review](#)

All cartomizers now contain 100% Made in the USA e-cig juice!  
The lowest price starter kit from **South Beach Smoke** is their Express Kit at \$29.99. However, our recommendation is one of their Deluxe Kits starting at \$59.99. This e-cigarette is a superior 2 piece electronic cigarette and comes with atomizer and cartridge combined into a disposable *cartomizer*. The NEW SuperMAX battery produces crazy amounts of vapor and comes with a crystal LED. For great savings on re-orders of cartomizers and other exclusive discounts, be sure to check-out their Home Delivery Program option. You'll be given the option to join after you have purchased your kit. Get 10% off your SBS kit purchase with our **South Beach Smoke coupon** listed here.

COMPARE

<b>Starter Kit Price(s): (*)</b>	<b>\$29.99 and up</b>
<b>User Ratings:</b>	★★★★ Overall ★★★★ Battery Life ★★★★ Smoke/Vapor ★★★★ Cust. Service ★★★★ Cost/Value Based on <a href="#">55 user reviews</a> .
<a href="#">Leave a Review</a> ★★★★☆	
 +1 4 	
<b>Free Shipping:</b>	No
<b>Coupon Code / Promotion:</b>	<b>10% Off kits</b> (except \$29.99 Premium Kit). <i>Discount will be automatically applied during checkout when ordering through links/buttons on this site.</i>
	<b>PLUS Get \$10 Rebate</b>
<b>Price per Cartridge (*):</b>	\$1.79 to \$2.66 (cartomizer)
<b>One Cartridge equates to:</b>	1.5 – 2 packs
<b>Money Back Guarantee:</b>	30 days
<b>LED Color:</b>	●
<b>Warranty:</b>	Lifetime

**New SuperMax Battery**




South Beach Smoke Starter Kit & Accessories

**Flavors**  
3 Tobacco flavors, Menthol, Vanilla, Chocolate, Cherry, Peach, Peppermint, Pina Colada

**Nicotine Levels**  
Bold (24mg), Full (16mg), Light (12mg), Ultra Light (6mg), Zero (0mg)

**Misc. Info**  
NEW SuperMAX Battery produces great vapor!



Charging Case (PCC)

# SCIENTIFIC HEALTH ASSESSMENTS AND FINDINGS





# More Information Needed

- Still in need of safety and efficacy data – no long-term controlled clinical trials. Most research studies conclude by noting the need for further research
- Inconsistent nicotine delivery and craving suppression

- In a study on pulmonary effects (Vardavas et al.), 5 minutes of e-cigarette use led to an increase of impedance, peripheral airway flow resistance, and oxidative stress among healthy smokers.

Eissenberg, T. (2010) Electronic nicotine delivery devices: ineffective nicotine delivery and craving suppression after acute administration. *Tobacco Control*, 19(87-88).

Popova, L., Ling, P. M. (2013) Alternative Tobacco Product Use and Smoking Cessation: A National Study. *American Journal of Public Health*, In Press.

Vardavas, C. I., Anagnostopoulos, N., Kougia, M., Evangelopoulou, V, Connolly, G. N., Behrakis, P. K. (2012) Impact of Respiratory Flow Resistance, Impedance, and Exhaled Nitric Oxide. *Chest*, 141(6), 1400-1406.



# More Information Needed

- Metal and silicate particles found in cartomizer and aerosol
- One study found variations in design; ambiguous amounts of nicotine per cartridge; insufficient labeling of cartridges, wrappers, packs; leakiness of cartridges; defective parts and operation; errors in orders filled; incomplete/inaccurate instruction manual
- 42-year old woman – lipoid pneumonia due to recurrent exposure to glycerin-based oils in e-cigarette nicotine vapor
- Not legally approved as a smoking cessation aid, but some smokers view/purchase it as such, and evidence is mounting against that.

McCauley, L., Markin, C., Hosmer, D. (2012). An Unexpected Consequence of Electronic Digarette Use. (2012). Chest, 141(4), 1110-1113.

Trtchounian, A., Talbot, P. (2011). Electronic nicotine delivery systems: is there a need for regulation? Tobacco Control, 20(47-52).

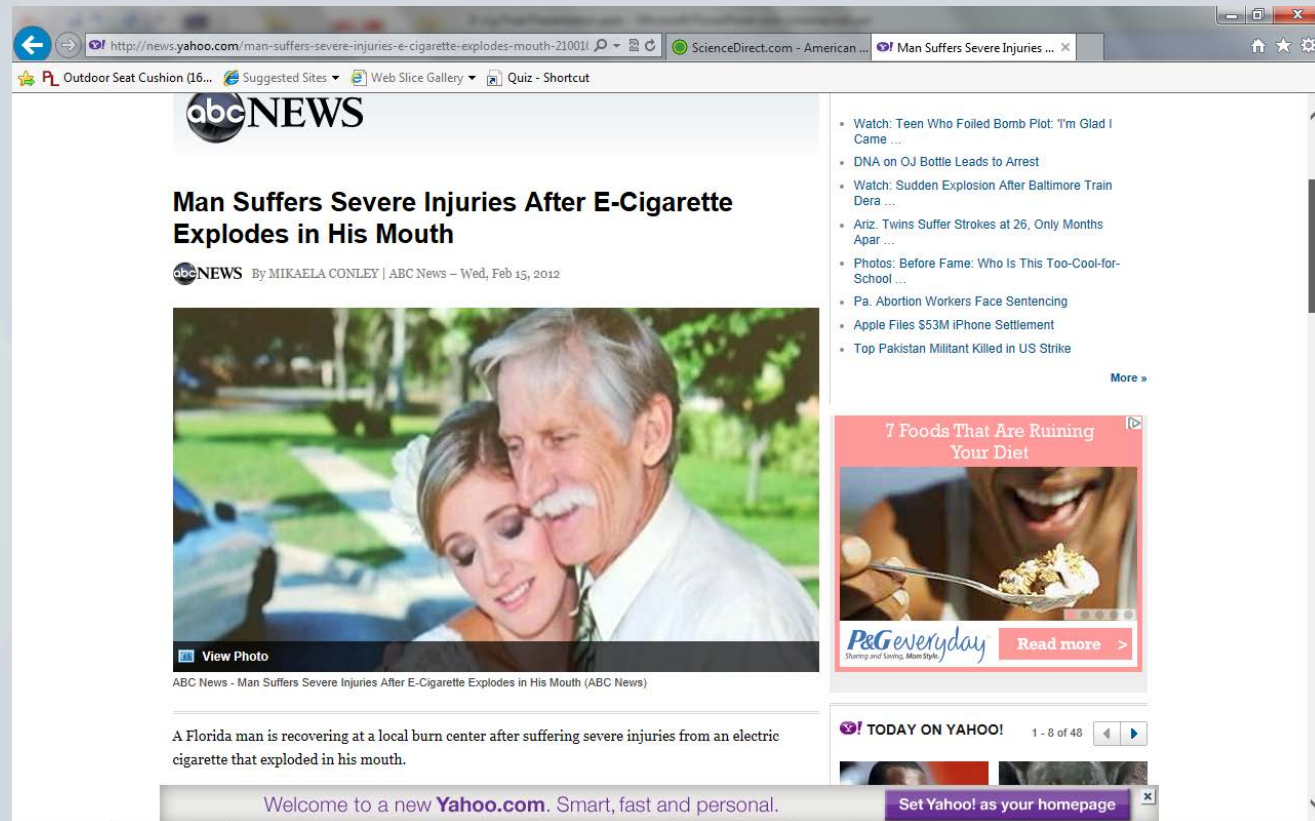
Vickerman, K. A., Carpenter, K. M., Altman, T., Nash, C. M., Zbikowski, S. M. (2013). Use of Electronic Cigarettes Among State Tobacco Cessation Quitline Callers. Nicotine & Tobacco Research, In Press.

Williams, M., Villarreal, A., Bozhilov, K., Lin, S., Tablot, P. (2013). Metal and Silicate Particles Including Nano Fluid and Aerosol. PLoS One, 8(3), e57987.



# More Information Needed

- Anecdotal reports of injuries from malfunction of e-cigarettes



The screenshot shows a web browser window displaying a news article. The browser's address bar shows the URL: <http://news.yahoo.com/man-suffers-severe-injuries-e-cigarette-explodes-mouth-210011>. The page features the ABC News logo at the top left. The main headline is "Man Suffers Severe Injuries After E-Cigarette Explodes in His Mouth", attributed to Mikaela Conley, dated Wednesday, February 15, 2012. Below the headline is a photograph of an elderly man with a white mustache and a young woman embracing outdoors. A "View Photo" link is visible below the image. A short summary states: "A Florida man is recovering at a local burn center after suffering severe injuries from an electric cigarette that exploded in his mouth." To the right of the article is a sidebar with a list of related news items, including "Watch: Teen Who Foiled Bomb Plot: 'I'm Glad I Came ...'", "DNA on OJ Bottle Leads to Arrest", "Watch: Sudden Explosion After Baltimore Train Dera ...", "Ariz. Twins Suffer Strokes at 26, Only Months Apar ...", "Photos: Before Fame: Who Is This Too-Cool-for-School ...", "Pa. Abortion Workers Face Sentencing", "Apple Files \$53M iPhone Settlement", and "Top Pakistan Militant Killed in US Strike". Below the sidebar is a promotional banner for "P&G everyday" with the text "7 Foods That Are Ruining Your Diet" and a "Read more" link. At the bottom of the page, there is a "TODAY ON YAHOO!" section and a "Set Yahoo! as your homepage" button.

# More Information Needed

- Because of mounting concerns, FDA did preliminary research of its own in 2009.

- [FDA Research](#)

- <http://www.youtube.com/watch?v=t8PqKqImO4c>

# POLICY AND LEGAL RESPONSE



# FDA's Response



The screenshot shows a web browser window displaying the FDA's website. The address bar shows the URL: [fda.gov/MedWatch/Safety/Information/SafetyAlertsforHumanMedicalProducts/ucm173327.htm](http://fda.gov/MedWatch/Safety/Information/SafetyAlertsforHumanMedicalProducts/ucm173327.htm). The browser's tab bar shows several tabs, including "FDA: EI...", "UF Libr...", "pelson...", "UF Libr...", "UF Libr...", "UF Libr...", and "FDA Safe...". The browser's address bar also shows "Outdoor Seat Cushion (16...", "Suggested Sites", "Web Slice Gallery", and "Quiz - Shortcut".

The website header includes the U.S. Department of Health & Human Services logo and the FDA logo with the text "U.S. Food and Drug Administration" and "Protecting and Promoting Your Health". There is a search bar with a "SEARCH" button and a "Most Popular Searches" section. The navigation menu includes links for Home, Food, Drugs, Medical Devices, Radiation-Emitting Products, Vaccines, Blood & Biologics, Animal & Veterinary, Cosmetics, and Tobacco Products.

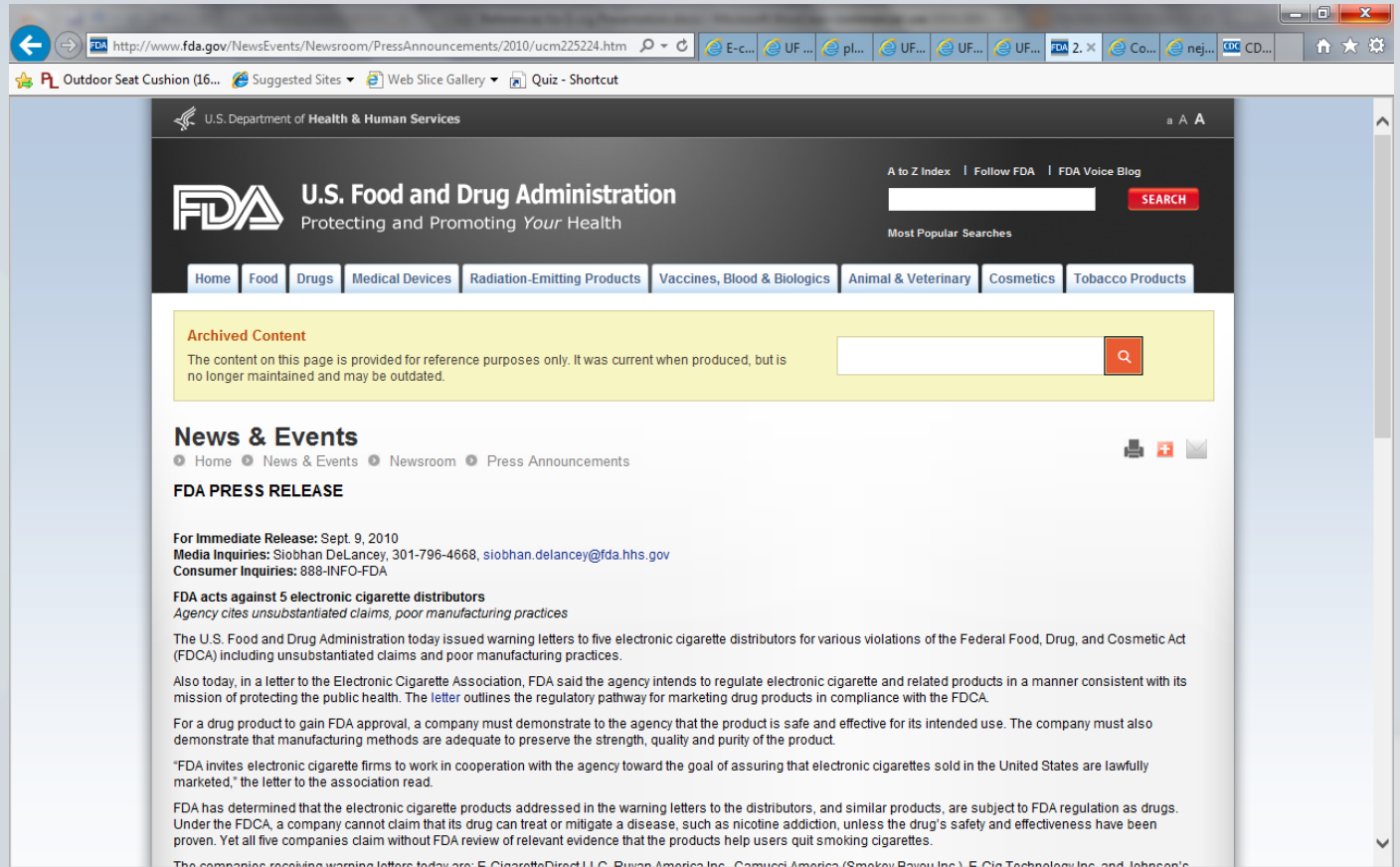
The main content area is titled "Safety" and includes a breadcrumb trail: Home > Safety > MedWatch The FDA Safety Information and Adverse Event Reporting Program > Safety Information. There are icons for printing, a plus sign, and an email icon.

The left sidebar contains a "MedWatch The FDA Safety Information and Adverse Event Reporting Program" section with a "Safety Information" link. Below this is a list of "Safety Alerts for Human Medical Products" from 2006 to 2013.

The main content area features a section titled "Electronic Cigarettes" with an "Audience" of Pediatric healthcare professionals and consumers. The text states: "[Posted 07/22/2009] FDA notified healthcare professionals and patients that a laboratory analysis of electronic cigarette samples has found that they contain carcinogens and toxic chemicals such as diethylene glycol, an ingredient used in antifreeze. Electronic cigarettes, also called 'e-cigarettes,' are battery-operated devices that generally contain cartridges filled with nicotine, flavor and other chemicals. The electronic cigarette turns nicotine, which is highly addictive, and other chemicals into a vapor that is inhaled by the user. These products are marketed and sold to young people and are readily available online and in shopping malls. They are also available in different flavors, such as chocolate and mint, which may appeal to young people." It further explains that the FDA's Division of Pharmaceutical Analysis analyzed the ingredients in a small sample of cartridges from two leading brands of electronic cigarettes, detecting diethylene glycol, a chemical used in antifreeze that is toxic to humans, and other carcinogens like nitrosamines. It notes that these products do not have health warnings comparable to FDA-approved nicotine replacement products or conventional cigarettes, and that the FDA has no way of knowing the levels of nicotine or other chemicals in these products.

The text concludes by stating that health care professionals and consumers can report serious adverse events or product quality problems to the FDA's MedWatch Adverse Event Reporting program via online, regular mail, fax, or phone. A link is provided: "[07/22/2009 - Information on E-cigarettes - FDA]".

# FDA's Response



The screenshot shows a web browser window displaying the FDA's website. The browser's address bar shows the URL: <http://www.fda.gov/NewsEvents/Newsroom/PressAnnouncements/2010/ucm225224.htm>. The website header includes the U.S. Department of Health & Human Services logo and the FDA logo with the text "U.S. Food and Drug Administration Protecting and Promoting Your Health". A search bar is visible with a "SEARCH" button. Below the header is a navigation menu with links for Home, Food, Drugs, Medical Devices, Radiation-Emitting Products, Vaccines, Blood & Biologics, Animal & Veterinary, Cosmetics, and Tobacco Products. A yellow box labeled "Archived Content" contains a warning: "The content on this page is provided for reference purposes only. It was current when produced, but is no longer maintained and may be outdated." Below this is the "News & Events" section, which includes a breadcrumb trail: Home > News & Events > Newsroom > Press Announcements. The main content is titled "FDA PRESS RELEASE" and includes the following text:

**For Immediate Release:** Sept. 9, 2010  
**Media Inquiries:** Siobhan DeLancey, 301-796-4668, [siobhan.delancey@fda.hhs.gov](mailto:siobhan.delancey@fda.hhs.gov)  
**Consumer Inquiries:** 888-INFO-FDA

**FDA acts against 5 electronic cigarette distributors**  
*Agency cites unsubstantiated claims, poor manufacturing practices*

The U.S. Food and Drug Administration today issued warning letters to five electronic cigarette distributors for various violations of the Federal Food, Drug, and Cosmetic Act (FDCA) including unsubstantiated claims and poor manufacturing practices.

Also today, in a letter to the Electronic Cigarette Association, FDA said the agency intends to regulate electronic cigarette and related products in a manner consistent with its mission of protecting the public health. The letter outlines the regulatory pathway for marketing drug products in compliance with the FDCA.

For a drug product to gain FDA approval, a company must demonstrate to the agency that the product is safe and effective for its intended use. The company must also demonstrate that manufacturing methods are adequate to preserve the strength, quality and purity of the product.

"FDA invites electronic cigarette firms to work in cooperation with the agency toward the goal of assuring that electronic cigarettes sold in the United States are lawfully marketed," the letter to the association read.

FDA has determined that the electronic cigarette products addressed in the warning letters to the distributors, and similar products, are subject to FDA regulation as drugs. Under the FDCA, a company cannot claim that its drug can treat or mitigate a disease, such as nicotine addiction, unless the drug's safety and effectiveness have been proven. Yet all five companies claim without FDA review of relevant evidence that the products help users quit smoking cigarettes.

The companies receiving warning letters today are: E-Cigarette Direct LLC, Burren America Inc., Camucci America (Smokely Bay Inc.), E-Cig Technologies, and Johnson's



# FDA's Response

U.S. Department of Health & Human Services

**FDA** U.S. Food and Drug Administration  
Protecting and Promoting *Your* Health

A to Z Index | Follow FDA | FDA Voice Blog

SEARCH

Most Popular Searches

Home | Food | Drugs | Medical Devices | Radiation-Emitting Products | Vaccines, Blood & Biologics | Animal & Veterinary | Cosmetics | Tobacco Products

## News & Events

Home | News & Events | Public Health Focus

### Electronic Cigarettes (e-Cigarettes)

As the safety and efficacy of e-cigarettes have not been fully studied, consumers of e-cigarette products currently have no way of knowing:

- whether e-cigarettes are safe for their intended use,
- how much nicotine or other potentially harmful chemicals are being inhaled during use, or
- if there are any benefits associated with using these products.

Additionally, it is not known if e-cigarettes may lead young people to try other tobacco products, including conventional cigarettes, which are known to cause disease and lead to premature death.

#### Report Adverse Events

Please report adverse events with e-cigarettes by:

- filling out the [online form](#) or
- calling 1-800-FDA-1088.

#### FDA Regulation of e-Cigarettes

Currently, e-cigarettes that are marketed for therapeutic purposes are regulated by the FDA Center for Drug Evaluation and Research (CDER). The FDA Center for Tobacco Products (CTP) currently regulates


- cigarettes,
- cigarette tobacco,
- roll-your-own tobacco, and
- smokeless tobacco.

FDA has stated its intent to issue a proposed rule that would extend FDA's tobacco product authorities to products that meet the statutory definition of "tobacco product." For

#### What are electronic cigarettes?

Electronic cigarettes, also known as e-cigarettes, are battery-operated products designed to deliver nicotine, flavor and other chemicals. They turn nicotine, which is highly addictive, and other chemicals into a vapor that is inhaled by the user.

*Image of an e-Cigarette inserted into a charger.*



Most e-cigarettes are manufactured to look like conventional cigarettes, cigars, or pipes. Some resemble everyday items such as pens and USB memory sticks.





# FDA's Response

- FDA attempted to block the import of e-cigarettes, claiming that they were “adulterated, misbranded, or unapproved drug-device combinations” and should fall under the FDA’s regulatory authority as medical devices under the Food, Drug, and Cosmetics Act (FDCA)
- Sottera, a major importer and distributor of e-cigarettes filed for an injunction (*Sottera, Inc. v FDA*) to block the FDA from regulating e-cigarettes as drug-device combination products and prevent the importation block, arguing that e-cigarettes are tobacco products.
- End Result: Sottera got the injunction and the FDA only has regulatory authority under the Family Smoking Prevention and Control Act of 2009 (a.k.a. Tobacco Act).



# Subsequent Responses

- 
- Frequent/VariouS/State of Flux
    - Countries
    - States
    - Counties/Municipalities
    - E-cigarette Industry

# E-cigarette Industry/Consumer Responses

The screenshot shows a web browser window with the address bar displaying <http://www.electroniccigaretteban.org/>. The browser tabs include "STOP electronic cigarette b...". The website header features the slogan "United We Can STOP ECB Divided We Cannot" with "STOP" in large red letters. To the right, it says "STOPECB.ORG" and "electronic cigarette ban". Below this, there are navigation links for "Global", "Country", "Territory", "State", "County", "City", "Town", and "Community". There are also flags for USA, UK, CAN, and MX, along with a "GLOBAL" globe icon.

The main navigation menu includes: HOME, RECENT NEWS, CHOOSE COUNTRY, CHOOSE STATE, E-CIGARETTE REPORTS, FDA, JOIN SECB, VIDEOS, and CONTACT. Below the menu is the tagline "Updated By The People For The People" and links for "Testimonials", "Videos", and "SiteMap".

There is a "ShareThis" button and a "SECB SPONSOR smokesmart ZEE CIGS click here for details" button. The main content area has the heading "Quick & Easy Just Click It" with a mouse cursor icon. Below this, it says "Check possible ban's in your country, state, county and city regarding electronic cigarette's".

At the bottom, it states "Information on this site is routinely updated. For up to the minute updates we recommend you visit a ecig forum. We have listed the following links below for your convenience." and provides a link to "ECF Electronic Cigarette Forum".

# E-cigarette Industry/Consumer Responses

The screenshot shows the CASAA website with a navigation menu at the top: CASAA Home, Who We Are, What We Do, Get Involved, Media, Fact & Science, CASAA Materials, and CASAA Store. The main heading is "CASAA - The Consumer Advocates for Smoke-free Alternatives Association". Below this is a call to action: "Please submit your e-cigarette user testimonial!".

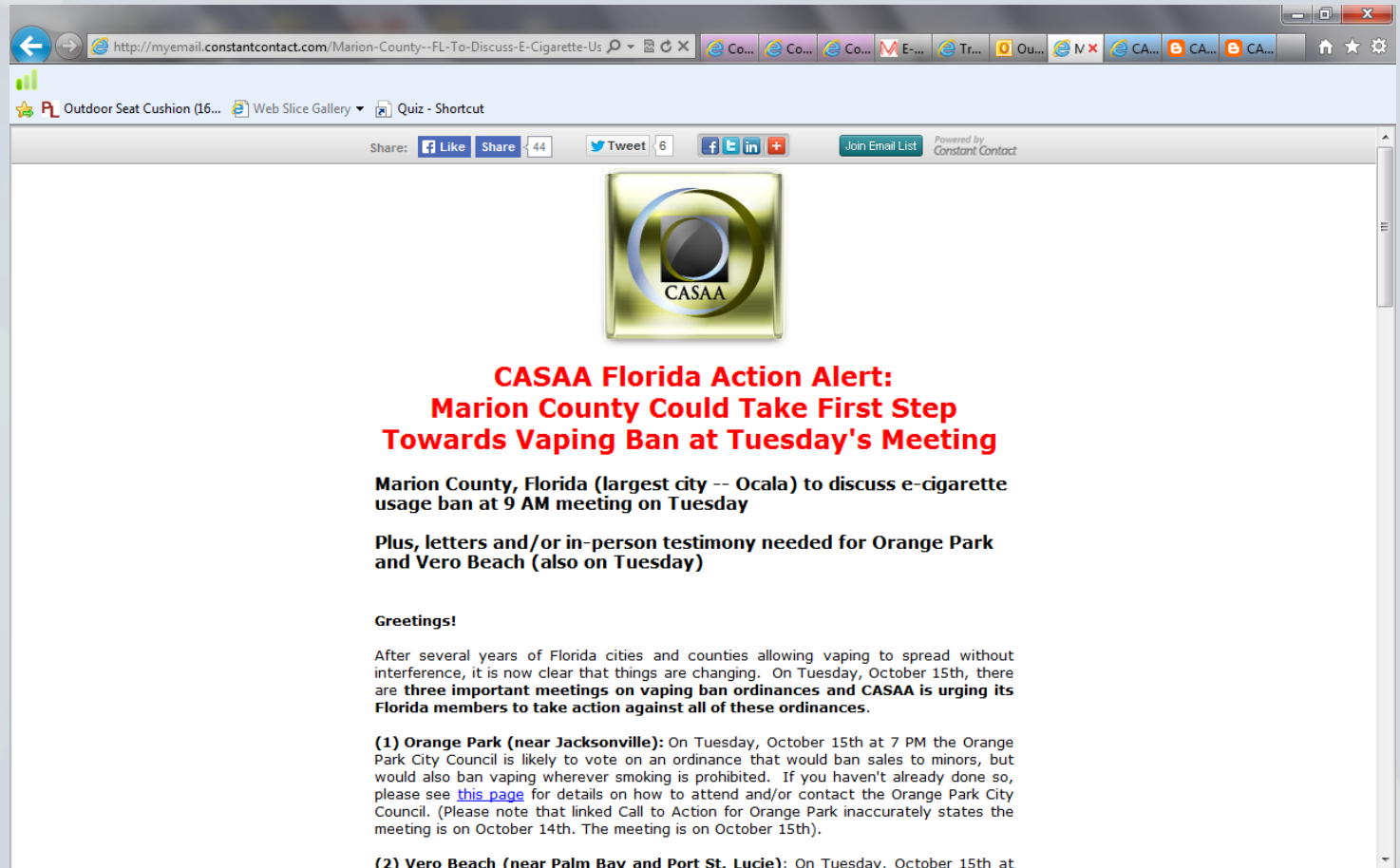
On the left, there is a "Donate" button and a "Join" button. A woman in a red shirt is holding a sign that says "I am CASAA" and the text "...because truth is freedom." is visible below her.

The main article is titled "New study confirms that chemicals in electronic cigarettes pose minimal health risk". It includes a sub-header "E-cigarette users can breathe a little easier today." and a paragraph: "A study just released by Professor Igor Burstyn, Drexel University School of Public Health, confirms that chemicals in electronic cigarettes (e-cigarettes) pose no health concern for users or bystanders. This is the first definitive study of e-cigarette chemistry and finds that there are no health concerns based on generally accepted exposure limits." An image of a scientist in a lab coat is shown to the right of the text.


At the top of the article area, there are four categories with images: "Tobacco Harm Reduction" (X-ray of lungs), "Electronic Cigarettes" (e-cigarette), "Smoke-free Tobacco" (tobacco leaves), and "Smoking & Tobacco" (cigarette).

On the right side, there is a search bar with the text "Search CASAA.org:" and "Google Custom Search". Below the search bar is a "Calls to Action" section with the following text: "Call to Action: SUPPORT Ohio Bill to Ban E-Cigarette Sales to Minors -- HB 144 (UPDATED -- Now in Senate) UPDATE (11/20/2013): After passing the House with a bipartisan majority last week, HB 144 now moves... Call to Action! New York City Ordinances Would BAN Flavored E-Cigarettes And More -- Int 1020 & Int 1021 (ENDED) LATEST UPDATE (11/20/2013): THIS CALL TO ACTION HAS ENDED. Yesterday, Mayor

# E-cigarette Industry/Consumer Responses



http://myemail.constantcontact.com/Marion-County--FL-To-Discuss-E-Cigarette-Us...  
Outdoor Seat Cushion (16... Web Slice Gallery Quiz - Shortcut  
Share: Like Share 44 Tweet 6 f t in + Join Email List Powered by Constant Contact



**CASAA Florida Action Alert:  
Marion County Could Take First Step  
Towards Vaping Ban at Tuesday's Meeting**

**Marion County, Florida (largest city -- Ocala) to discuss e-cigarette usage ban at 9 AM meeting on Tuesday**

**Plus, letters and/or in-person testimony needed for Orange Park and Vero Beach (also on Tuesday)**

**Greetings!**

After several years of Florida cities and counties allowing vaping to spread without interference, it is now clear that things are changing. On Tuesday, October 15th, there are **three important meetings on vaping ban ordinances and CASAA is urging its Florida members to take action against all of these ordinances.**

**(1) Orange Park (near Jacksonville):** On Tuesday, October 15th at 7 PM the Orange Park City Council is likely to vote on an ordinance that would ban sales to minors, but would also ban vaping wherever smoking is prohibited. If you haven't already done so, please see [this page](#) for details on how to attend and/or contact the Orange Park City Council. (Please note that linked Call to Action for Orange Park inaccurately states the meeting is on October 14th. The meeting is on October 15th).

**(2) Vero Beach (near Palm Bay and Port St. Lucie):** On Tuesday, October 15th at

# MARKETING IMPLICATIONS





# Marketing of Tobacco Products

- Tobacco products have been banned from advertising in all but certain venues for a long time.
- E-cigarettes are showing up everywhere (television, radio, internet, magazines, etc.)



Tebor, J. (2011). Recent Case Developments.

# Free Promotion

http://www.bing.com/images/search?q=Celebrities+Smoking+Electronic+Cigarette&Form... ScienceDi... Electronic... Electronic... classified... BI Waiting f... Celebr... x

Outdoor Seat Cushion (16... Suggested Sites Web Slice Gallery Quiz - Shortcut

Smoking Cigarettes **marijuana** Smoking Cigarettes Smoking Cigarettes Smoking Cigarettes Smoking Cigarette

Related Topics

- Herbal Cigarettes
- Kretek
- Lights
- Smoking Age
- Cigarette Smoking for Weight Loss
- Smoking Bans in Private Vehicles
- Chain smoking
- Smoking Ban
- Nicotine Nasal Spray
- NicVAX
- Tobacco Smoking

# THE FUTURE OF E-CIGARETTES





# What Will the Future Hold?

- Steps tobacco companies could be/are taking
- Steps the FDA could take
- Tobacco Free Florida Statement



# Q&A



**THANK YOU!**

