



What you need to know about...

Smokeless Tobacco Alternatives: Electronic Cigarettes

What are electronic cigarettes?

Electronic cigarettes, also called e-cigarettes or personal vaporizers, are battery-powered devices that allow users to inhale harmful chemicals via vaporized nicotine solutions. The vapor emitted by e-cigarettes provides a similar flavor and physical sensation to that of inhaled tobacco smoke. However, no smoke or combustion is actually involved in operating these devices.

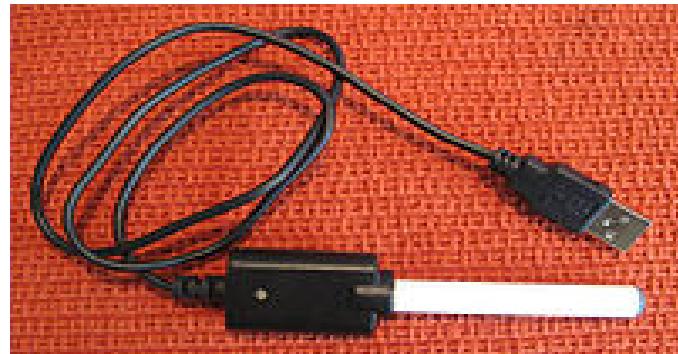
E-cigarettes often resemble traditional cigarettes, cigars and pipes. There is also a "pen-style" e-cigarette, named for its aesthetic likeness to ballpoint pens. Many versions of this device are reusable and include interchangeable nicotine solution cartridges. Recently, disposable e-cigarettes have been introduced to the market.

Are electronic cigarettes helpful tools for smoking cessation?

Manufacturers of electronic cigarettes claim that the devices are effective in helping people quit smoking. This claim is false! The Food and Drug Administration (FDA) routinely studies and regulates smoking cessation products, and has not concluded that e-cigarettes are an effective quitting strategy. In 2009, the FDA issued a notice discouraging consumers from purchasing and using e-cigarettes.

What federal regulations apply to electronic cigarettes?

In April 2010, the US Court of Appeals ruled that the FDA may continue efforts to block imports of electronic cigarettes. Individual states are now poised to pursue stricter regulations on the sale and promotion of these devices.



Why are these devices dangerous?

Electronic cigarettes are dangerous health hazards because:

- Available nicotine solutions, also known as "e-liquid" or "e-juice," contain cancer-causing agents and numerous toxic chemicals such as diethylene glycol, a chemical used in antifreeze.
- In some instances, nicotine levels advertised for the solution cartridges are inaccurate according to a recent FDA study.
- Some cartridges that are labeled "nicotine-free" have actually been found to contain traces of the highly addictive substance.
- They appeal to youth because of their high-tech design, and through sweet flavoring such as strawberry, vanilla and caramel.
- They do not carry appropriate health warning labels.
- Compared with conventional cigarettes, e-cigarettes can sustain from 150-300 puffs — the equivalent of 1/2 to 1 pack of cigarettes.