

E-Cigarettes:

{ Why the Controversy?

Outline

- What is an e-cigarette?
- What is in the vapor?
- E-liquid/E-juice Flavors
- Popularity
- Federal, State and Local Regulation
- Advertising, Marketing & Promotions

I thought we would just plunge right in as the advertising of these products. It can sometimes be vulgar and sometimes funny but it works! It attempts to push the consumer to be an explorer and an empowered user as you can see from this example and others later in the presentation. E-cigarette and tobacco companies have no intention of getting their customers to stop smoking or vaping. There is money to be had so they're after it. Make no mistake – this is the same industry that has manipulated, addicted and killed it's consumers for years.

Murray S. Kessler CEO of Lorillard Blu e-cigarettes



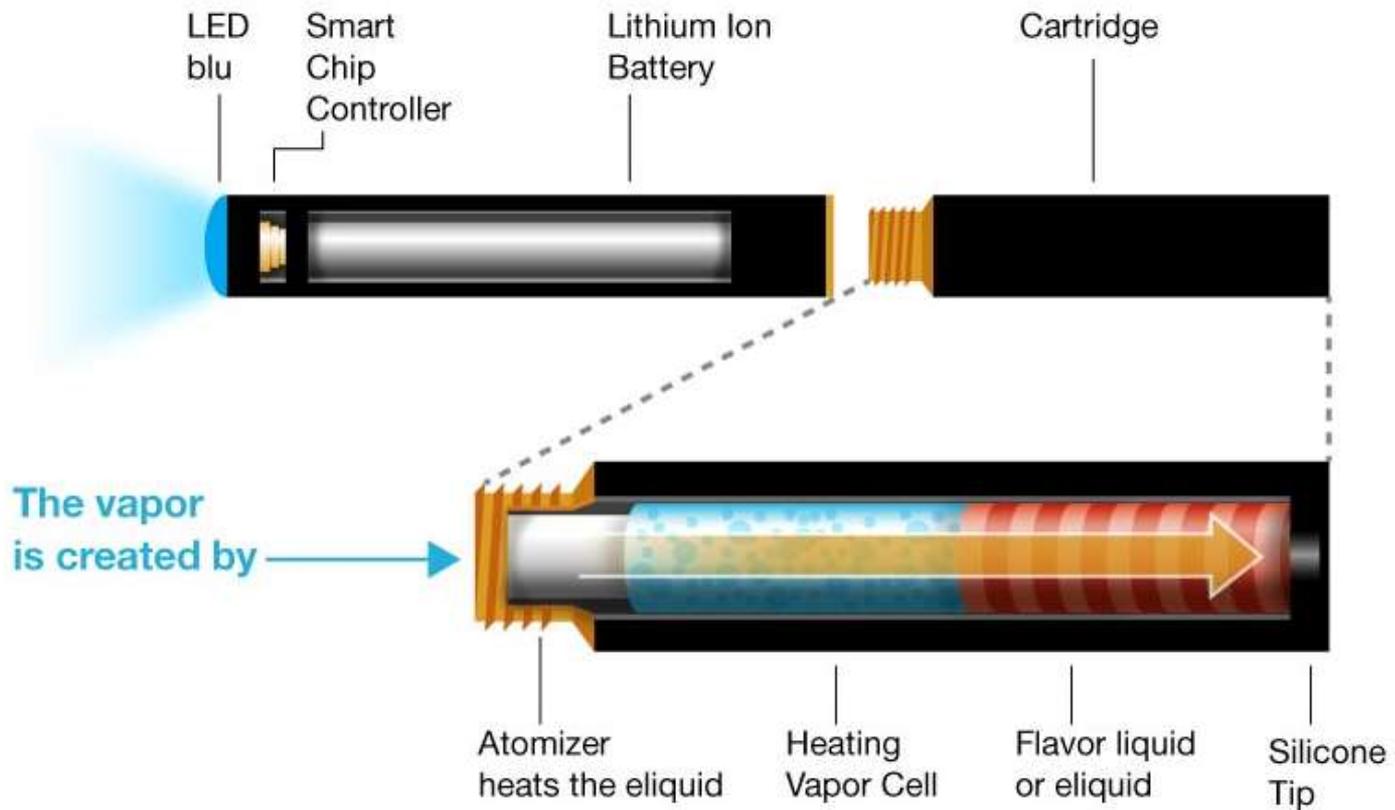
Where they began...



Chinese Pharmacist – Hon Lik

The Makings of an E-cigarette

Inside of Electronic Cigarette



Harmless Water Vapor?



Aerosol Composition

- Propylene glycol
- glycerin
- Flavorings (many)
- **Nicotine**
- **NNN**
- **NNK**
- NAB
- NAT
- **Ethylbenzene**
- **Benzene**
- P,m, xylene
- **Toluene**
- **Acetaldehyde**
- **Formaldehyde**
- **Naphthalene**
- **Styrene**
- **Benzo(b)fluoranthene**
- Chlorobenzene
- **Crotonaldehyde**
- **Propionaldehyde**
- Benzaldehyde
- Valeric acid
- Hexanal
- Fluorine
- Anthracene
- Pyrene
- Acenaphthylene
- Acenaphthene
- Fluoranthene
- **Benz(a)anthracene**
- **Chrysene**
- Retene
- **Benzo(a)pyrene**
- **Indeno(1,2,3-cd)pyrene**
- Benzo(ghi)perylene
- **Acetone**
- **Acrolein**
- Silver
- **Nickel**
- Tin
- Sodium
- Strontium
- Barium
- Aluminum
- **Chromium**
- Boron
- Copper
- **Selenium**
- **Arsenic**
- **Cadmium**
- Silicon
- Lithium
- **Lead**
- Magnesium
- Manganese
- Potassium
- Titanium
- Zinc
- Zirconium
- Calcium
- Iron
- Sulfur
- Vanadium
- **Cobalt**
- Rhubidium

Compounds in **yellow** are from FDA 2012,
Harmful and Potentially Harmful
Substances – Established List

Voltage



RENORMALIZATION



Variety is the spice of life







Flavors

FRUITS



Banana



Blackcurrant



Blueberry



Kiwi Mix



Lemon Lime



Litchi



Manggo



Melon Honeydew



Mix Fruit



Pear



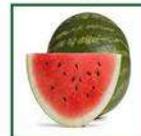
Pineapple



Pomegranate



Strawberry



Watermelon

DRINKS & OTHERS



Bubble Gum



Green Apple Mint



Green Mint



Lime Mint



Menthol



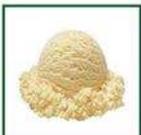
Hedy



Cappuccino



Red Cola



French Vanilla
Ice Cream



Ice Cream



Red Energy

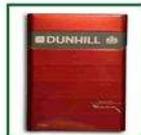


Rootbeer Float

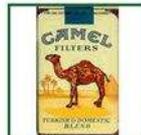
Tobacco



Deluxe Menthol



Deluxe Tobacco



Desert Ship



Cigar



Mild Blend



ML Ice Blast

Flavors



VAPORTRIM

Maple pancakes

Inhale Flavor
Curb Cravings
Lose Weight

Maple
pancakes

0 Calories

0 Calories | 50 Servings

VAPORTRIM

Vanilla Cupcake

Inhale Flavor
Curb Cravings
Lose Weight

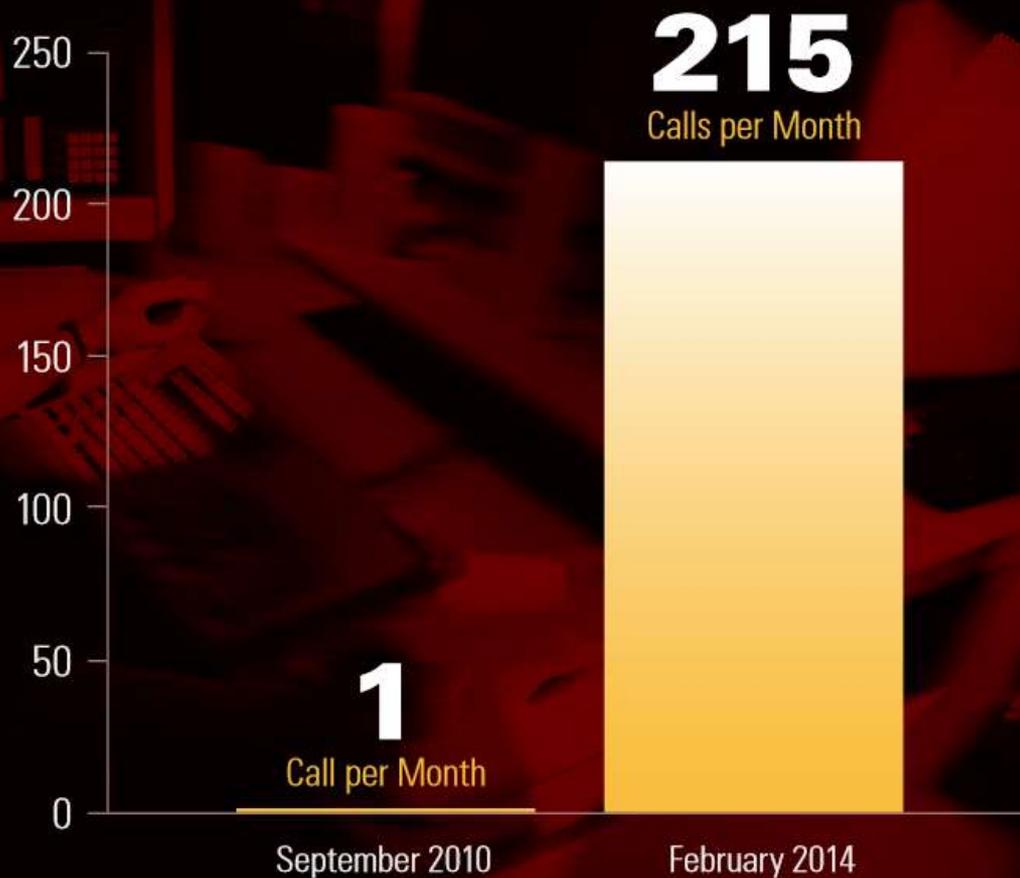
Vanilla
Cupcake

0 Calories

0 Calories | 50 Servings



Poison center calls involving e-cigarettes



Growing Popularity



Getting a slice of the pie



Cessation Tool?



FDA Regulation

Issue Snapshot on Deeming: Regulating Additional Tobacco Products

The Family Smoking Prevention and Tobacco Control Act (Tobacco Control Act), signed by the President in 2009, created the FDA Center for Tobacco Products and gave FDA powerful tools to protect the public's health through our oversight of the manufacture, distribution, and marketing of tobacco products. Under the law, FDA currently regulates cigarettes, cigarette tobacco, roll-your-own tobacco, and smokeless tobacco products. The law also gave FDA the ability to regulate additional tobacco products, commonly referred to as "deeming" them through rulemaking. The proposed rule would include the following products under FDA's authority: electronic cigarettes (e-cigarettes), cigars, pipe tobacco, waterpipe (hookah) tobacco, and novel products like nicotine gels and dissolvables not already under FDA's authority. FDA's proposed rule also would include tobacco product components or parts that are used in the consumption of a tobacco product, like e-cigarette cartridges. It would not include tobacco product accessories, like cigar cases.

WHY THE DEEMING PROPOSED RULE IS SO IMPORTANT FOR PUBLIC HEALTH

With the release of the 50th Anniversary Surgeon General's Report on Smoking and Health, we now know that the annual death toll from tobacco-attributable disease has risen to more than 480,000. At this rate, there will be more than 17 million deaths from tobacco use between now and mid-century. Additionally, youth use of certain unregulated tobacco products, such as e-cigarettes and cigars, is on the rise. FDA oversight of tobacco products can provide important information about proposed deemed tobacco products and help limit youth exposure to these products. The proposed rule would also enable FDA to explore whether different products pose different levels of risk and help the Agency develop policies to improve public health.

HIGHLIGHTS OF THE DEEMING PROPOSED RULE

Consistent with currently regulated tobacco products, under the proposed rule, makers of newly deemed tobacco products would, among other requirements:

- Register with FDA and report product and ingredient listings
- Only market new tobacco products after FDA review
- Only make claims of reduced risk if FDA confirms that scientific evidence supports the claim and that marketing the product will benefit public health as a whole
- Not distribute free samples

In addition, under the proposed rule, the following items would apply to newly deemed covered tobacco products:

- Minimum age and identification restrictions to prevent sales to underage youth
- Requirements to include health warnings
- Prohibition of vending machine sales, unless in a facility that never admits youth

The term "covered tobacco products" is defined here as those products deemed to be subject to the Food, Drug & Cosmetic Act under section 1100.2 of title 21 of the Code of Federal Regulations (CFR), other than a component or part that does not contain tobacco or nicotine.

I O W A L A W



<p>Overview</p>	<p><i>E-cigarette and Alternative Tobacco Law:</i> House File 2109 defined tobacco or nicotine products that were not covered under Iowa law before. These two categories are Vapor products, and Alternative Nicotine Products.</p> <p>The law's definitions of "Vapor Product" and "Alternative Tobacco Products" means these items are not covered under the Iowa Smokefree Air Act.</p> <p>The law also:</p> <ul style="list-style-type: none"> • Established an age requirement for the use/possession/purchase of these products • Requires retailers/distributors/wholesalers to receive a tobacco permit • Limited the places where these products can be given away. <p>This law went into effect July 1, 2014.</p>
<p>Vapor Product Defined</p>	<ul style="list-style-type: none"> • "Vapor product" means any noncombustible product, which may or may not contain nicotine, that employs a heating element, power source, electronic circuit, or other electronic, chemical, or mechanical means, regardless of shape or size, that can be used to produce vapor from a solution or other substance. • "Vapor product" includes an electronic cigarette, electronic cigar, electronic cigarillo, electronic pipe, or similar product or device, and any cartridge or other container of a solution or other substance, which may or may not contain nicotine, that is intended to be used with or in an electronic cigarette, electronic cigar, electronic cigarillo, electronic pipe, or similar product or device. • "Vapor products" do not include a product regulated as a drug or device by the United States Food and Drug Administration under chapter V of the federal Food, Drug, and Cosmetic Act.
<p>Alternative Nicotine Product Defined</p>	<ul style="list-style-type: none"> • A product, not consisting of or containing tobacco, that provides for the ingestion into the body of nicotine, whether by chewing, absorbing, dissolving, inhaling, snorting, or sniffing, or by any other means. • "Alternative nicotine product" does not include cigarettes, tobacco products, or vapor products, or a product that is regulated as a drug or device by the United States Food and Drug Administration under Chapter V of the Federal Food, Drug, and Cosmetic Act.

State and Local Laws

Iowa City considers restrictions on e-cigarettes

Mitchell Schmidt, Iowa City Press-Citizen 4:52 p.m. CDT September 7, 2014



(Photo: David Schriener / Iowa City Press, David Schriener / Iowa City Press-Citizen)

Electronic cigarette users may find fewer places to smoke in Iowa City.

The Iowa City Council this week discussed the possibility of banning e-cigarette use on city-owned property, with the possibility of broadening that to a larger portion of the city.

"We're going to look at it over city property, but then we're going to try to look at what we can do in private places as well," Councilor Kingsley Botchway II said. "The council wanted to wait to do that."

E-cigarettes are battery-powered devices that deliver flavoring and nicotine to the user via inhaled water vapor. Iowa City Manager Tom Markus said the first step will be the council voting in a future meeting to prohibit

e-cigarettes on city-owned property.

City staff also is looking to expand that ban to include e-cigarettes into the city's six-year-old Smoke Free Air Act, which would include transit vehicles, and the pedestrian mall. Staff is, however, cautious about whether the move would create any legal woes.

"Supervisors already has added e-cigarettes to the county's smoking ban, which now prohibits the electronic cigarettes themselves out there and have the industry come back at us," he said.

erty.



Here we go again

{ Advertising, Marketing,
Promotions

E-Juice Drive-Thru

West O Vapes

Shopping & Retail

[Timeline](#) [About](#) [Photos](#) [Reviews](#) [More](#)

PEOPLE

★★★★★

617 likes
43 visits

PHOTOS

Successful people build each other up. They motivate, inspire and push each other. Unsuccessful people just hate, blame, and complain.

VIDEOS

West O Vapes
3 hours ago

New Smurf Village flavor coming soon!

Like · Comment

West O Vapes
23 hours ago · Edited

Sam is in the house until 5!! Come in and see me!

Like · Comment

Andrew Eggert, Megan Ann Tweedy and Hayleigh Puetz like this.

West O Vapes shared a photo.
November 1

Ladies and gentlemen.... WOV is proud to announce our new line of E-juice! The Smurf Village!!! 5 new flavors are out today! With more on the way! The flavors out today are,

- BRAINY - A flavor that I can best be described as Hubba Bubba ... See More

Like · Comment · Share



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

- KRIS KRINGLE



005472

 CLEARCHANNEL

Vapor Shark E-Cigarette Billboard, Florida, 2013

*Rewrite The Rules.*TM

No smoke, no ash, no odor.

No reason to smoke anything else.

FIN electronic cigarettes give you pure smoking pleasure anywhere, anytime.

Preferred for taste and convenience, FIN even saves you money compared to regular cigarettes.

EXPERIENCE FIN FOR YOURSELF.

Coupon valid at FIN retailers nationwide.

Not for use at the FIN online store.

\$5 OFF COUPON



NEW RECHARGEABLE E-VAPOR

COMING SOON
NEW E-VAPOR
MARK



COMING SOON
NEW E-VAPOR
MARK



COMING SOON
NEW E-VAPOR
MARK



COMING SOON
NEW E-VAPOR
MARK



COMING SOON
NEW E-VAPOR
MARK



COMING SOON
NEW E-VAPOR
MARK



MARK TEN COMING SOON



WARNING: This product is not intended for use by women who are pregnant or breast feeding, or persons with or at risk of heart disease, high blood pressure, diabetes, or taking medicine for depression or asthma. Nicotine is addictive and habit forming, and it is very toxic by inhalation. Nicotine can increase your heart rate and blood pressure and cause dizziness, nausea, and stomach pain. Inhalation of this product may aggravate existing respiratory conditions.

\$5.81

\$4.96

\$5.81

\$5.81

\$6.50

96

Plus Tax

91

Plus Tax

Newport

Newport



ACCESSORIES

Order NOW & we will ship your box in 1-2 business days. Like us? Become a ZampleBox Community Member with one click: Like Share 28k

CART (0) LOGIN



SUBSCRIBE FLAVORS WHY I VAPE SHOP COMMUNITY ABOUT SUPPORT BLOG

A Delicious Assortment of the **BEST** E-Liquid Delivered Monthly

(GET \$60-150 OF THE BEST E-JUICE EVERY MONTH FROM LESS THAN \$1/DAY)

CLICK HERE TO SEE HOW IT WORKS!



Thanks for the Awsome flavors Zample! Yeeee Haaa

WARREN EGAL... VIEW POST

Order NOW & we will ship your box in 1-2 business days. Like us? Become a ZampleBox Community Member with one click: Like Share 2Bs CART (0) LOGIN



epic gold box this month
RJ WOTHERS
VIEW POST

SUPERSMOKER Bluetooth™



HOW DOES THE BLUETOOTH E-CIGARETTE WORK

Turn on Bluetooth on your phone, take your Supersmoker and follow the instructions below.

Under the battery, there are three buttons. The middle one should be depressed until the battery makes a noise and vibrates – the Bluetooth function is now turned on. Your phone display will show that it is searching for the Supersmoker. The Supersmoker can be recognised by code SB08 in the Bluetooth environment. Once it has been located, connect to the telephone (this is usually done by just clicking on SB08). Keep the button depressed until the connection process is complete.

When someone calls you, you can press the middle button and answer the call and talk via the built-in microphone at the back of the battery. You do not need to place the microphone in front of your mouth; you can talk to the caller even if the Supersmoker is hanging on the key-cord (supplied). Once your call is over, you simply press on the middle button to end the call.

[ORDER NOW](#)

PROMISE LANDED

THE FIRST TRULY **DIGITAL VAPOR CIGARETTE**
FINALLY AN ELECTRONIC CIGARETTE THAT DELIVERS



VUSE contains nicotine extracted from the tobacco plant.
Nicotine is addictive and no tobacco product has been shown to be safe.

A PERFECT PUFF FIRST TIME, EVERY TIME



Microprocessor controlled, **VUSE** ensures **consistently satisfying puffs**, counts the number of puffs taken and informs you when the Cartridge and battery are getting low.



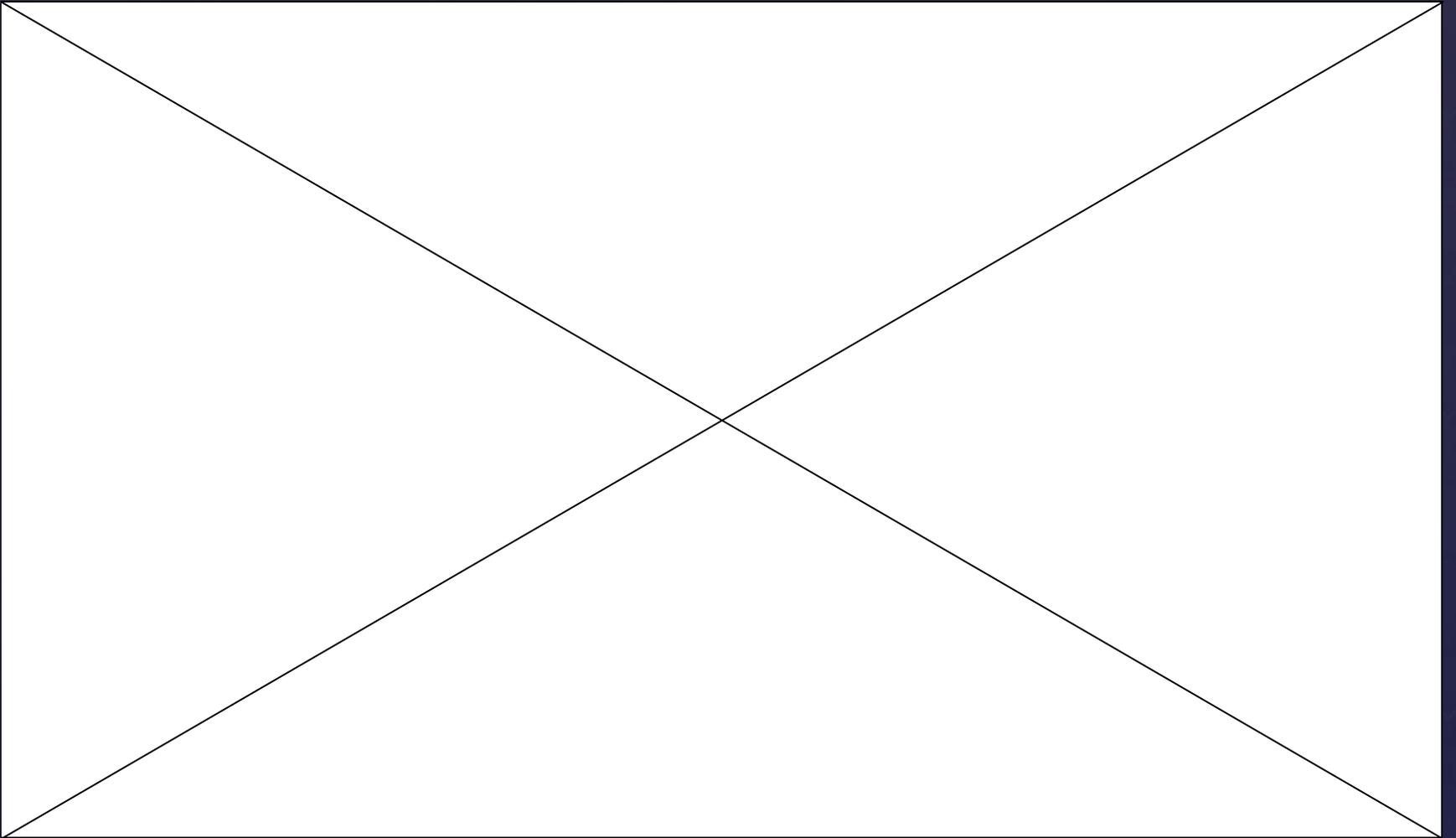
V-Liquid™

Blended by tobacco experts with over 100 years experience for **superior taste & vapor**.



Designed & Assembled in the USA.

 **VUSE**



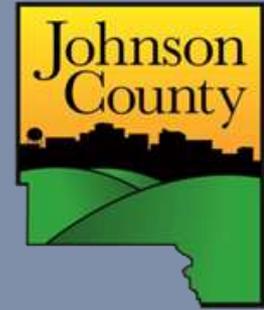


Contact Information

Susan Vileta, Health Educator

svileta@co.johnson.ia.us

(319) 688-5910



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