

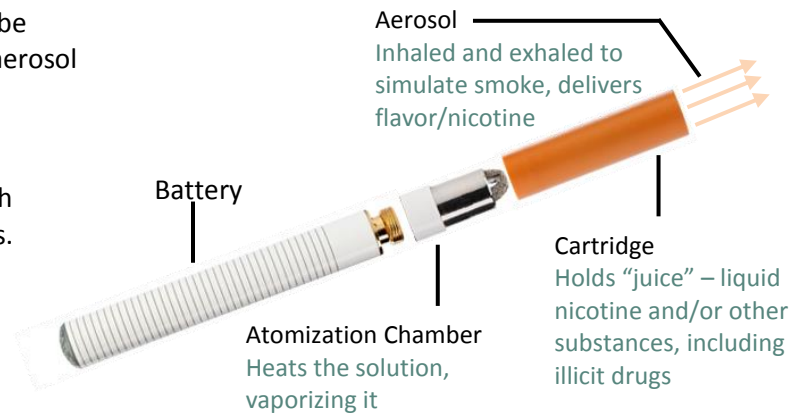
E-CIGARETTES A GROWING CONCERN

WHAT ARE E-CIGARETTES?

An electronic cigarette is an oral device that can be used to simulate smoking and that produces an aerosol of nicotine and/or other substances.

THEY TAKE MANY FORMS

E-cigarettes are also known as e-hookahs, hookah pens, vape pens, vaporizers, e-cigars, and e-pipes.



4 REASONS TO BE CONCERNED ABOUT E-CIGARETTES

They produce more than just water vapor

- Secondhand aerosol can contain nicotine, ultrafine particles, heavy metals, and cancer-causing chemicals.¹
- Communities have come to expect clean indoor air; e-cigarette use threatens this standard and makes enforcement confusing.

They aren't regulated and haven't been proven safe

- Studies have found some e-cigarettes contain high levels of formaldehyde and diacetyl, chemicals harmful to the human body.²
- There are no regulations on the manufacture or sale of the 450+ brands of e-cigarettes and e-juice to protect consumers or bystanders.³
- Contents vary widely and don't always match the ingredients or amounts listed on labels. In fact, there is no requirement to list ingredients.⁴

They aren't approved to help smokers quit

- No e-cigarette has been approved by the FDA as a cessation device.
- E-cigarette users often continue to smoke regular cigarettes as well as use e-cigarettes.⁵

They appeal to youth

- Nationally, the use of e-cigarettes among youth has more than tripled in the last year,⁶ a cause for concern since nicotine is known to have harmful effects on adolescent brains.⁷
- In Wisconsin 8% of high school students currently use e-cigarettes.⁸
- Alarming, e-cigarette use is associated with increased intentions to smoke conventional cigarettes.⁹



1 E-cigarettes: A scientific review. Contemporary Reviews in Cardiovascular Medicine. Circulation, 2014

2 Evaluation of Electronic Cigarette Liquids and Aerosol for the Presence of Selected Inhalation Toxins. Nicotine & Tobacco Research, September 2014.

3 Four hundred and sixty brands of e-cigarettes and counting: implications for product regulation. Tobacco Control, May 2014

4 E-Cigarettes: Questions and Answers, U.S. Food and Drug Administration, September 2010.

5 Electronic Cigarettes and Conventional Cigarette Use Among US Adolescents: A Cross-sectional Study. JAMA Pediatr. March 2014.

6 2013-2014 National Youth Tobacco Survey

7 The health consequences of smoking—50 years of progress. US Department of Health and Human Services, CDC, 2014

8 2014 Wisconsin Youth Tobacco Survey

9 Intentions to smoke cigarettes among never-smoking US middle and high school electronic cigarette users: National Youth Tobacco Survey, 2011-2013. Nicotine & Tobacco Research, February 2014.