

E-Cigarettes Remain Controversial, Unregulated... And are designed to continue the user's nicotine addiction

The electronic cigarette, or e-cig, remains controversial but is gaining in popularity. Here's how they work. Each unit has a cartridge containing nicotine and water, a heating element, and a battery. Most look pretty much like a real filtered cigarette. The e-cigarettes closely resemble and purposefully mimic the art of smoking by having users inhale vaporized liquid nicotine created by heat through an electronic ignition system. The vapors are expelled via a cartridge that usually contains a concentration of pure nicotine and other liquid propellants. After inhaling, the user then blows out the heated vapors producing a "cloud" of undetermined substances (that is called "vaping"). Remember, these devices (also available as e-cigs & e-pipes) are an electronic nicotine delivery system.



Example of new E-Cigarettes
The electronic cigarette turns fluid containing nicotine, which is highly addictive, and other chemicals into a vapor that is inhaled by the user.

The US Food and Drug Administration (FDA) has not approved e-cigarettes, and remains with concerns about the safety of these products and how they are marketed to the public. Clinical studies about the safety and efficacy of these products for their intended use have not been done.

The FDA says e-cigarettes are "drug-delivery devices," not tobacco products. "Consumers have no way of knowing:
 · whether e-cigarettes are safe for their intended use.
 · about what types or concentrations of potentially harmful chemicals, or what dose of nicotine they are inhaling when they use these products."

The FDA's Division of Pharmaceutical Analysis (a Division of the Agency's Center for Drug Evaluation and Research) did analyze a sampling of e-cigs in July 2009, and found potential health hazards includ-

ing known carcinogens in two leading e-cig company's nicotine solutions. It is suggested that there remain much needed quality control and safety testing of e-cigs. The FDA's authority over e-cigs was legally challenged in Federal District Court (Smoking Everywhere v. FDA Case Number 1:09-CV-0077-RJL (D.D.C.). FDA's determination for their regulatory purposes was that an e-cig remains a "drug delivery (nicotine) / device combination."

In the meantime, electronic cigarettes are being advertised and sold in West Virginia and surrounding States. **Because of the above issues, the West Virginia Division of Tobacco Prevention (DTP) does NOT classify these products as a safe alternative to smoking; nor does DTP consider them an approved tobacco cessation nor a tobacco harm reduction tool. And e-cigs will continue to keep their users addicted to nicotine!**



E-Cigarettes Remain Controversial...continued

Electronic cigarette
An electronic cigarette gives the user nicotine without the fire, tar, carbon monoxide, ash and stub.

Design styles

KR-808A 

KR-108 

How it works

Light: Simulates a cigarette's glow, indicates when the device is ready for use and works as a battery indicator.

Electronic components: Such as control circuits and a pneumatic airflow sensor

Vaporizer: Atomizes the nicotine smoking liquid in the container.

Nicotine liquid container

Inhaler

Battery



Comparison*

	ELECTRONIC CIGARETTE	REGULAR CIGARETTE
Equivalent	6 cigarettes	1 cigarette
Average puffs	90	15
Nicotine level	6 to 24 mg	0.6 to 2.4 mg
Nicotine per puff	E-cigarette with 24 mg of nicotine: 0.16 mg per puff	Cigarette with 1.8 mg of nicotine: 0.16 mg per puff

* Based on smaller e-cigarette models.
Source: E-Cig

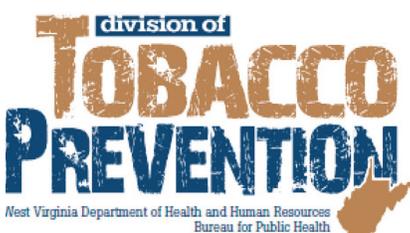
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The 2009 FDA analysis of electronic cigarette samples found that they contained known carcinogens (chemicals that cause cancer) and toxic chemicals such as diethylene glycol, an ingredient used in antifreeze. Additionally, there were significantly varying levels of nicotine delivered with each puff. Because these products have not been submitted to the FDA for evaluation or approval, the agency has no way of knowing, except for the limited testing it has performed, the levels of nicotine or the amounts or kinds of other chemicals that these products deliver to the user. There are no studies available that disclose what inhaling water vapor with pure nicotine will do to you lungs, heart, or cardio-vascular system.

It is well known but not often mentioned fact that nicotine alone is an extremely toxic poison. Not many people realize that nicotine is also sold commercially in the form of a pesticide. Every year, many children go to the emergency room after eating cigarettes, cigarette butts, and other nicotine-containing tobacco products.. Sixty milligrams of nicotine (about the amount in three or four cigarettes if all of the nicotine were absorbed) will make a toddler or youth severely ill.

Liquid nicotine solution, or "e-liquid" for electronic cigarettes is available in a variety of different flavors and nicotine concentrations. Nicotine concentrations range from high doses (to mimic the content of regular cigarettes) to midrange and low doses (that mimic the nicotine content of "light" and "ultralight" cigarettes). Solutions are also available which contain little or no nicotine.

Some flavor varieties attempt to resemble traditional cigarette types, such as regular tobacco and menthol, and some even attempt to mimic specific cigarette brands, such as Marlboro. or Camel.





E-cigarette solutions are also available with other flavorings, such as strawberry, orange, mint, vanilla, caramel, coffee. This raise concerns that this might make e-cigs a ‘gateway tool’ for youth and additional, actual tobacco product use.

Research shows that most who are obtaining these e-cigarettes are smokers looking for an alternative to tobacco without the hazards and harmful side effects. Of course, the companies are stating they are selling only to clients who are of legal smoking age.

Some companies market electronic cigarettes as a healthier alternative to tobacco smoking. Some are claiming that most of the harmful material produced by the combustion of tobacco in traditional cigarettes is not present in the atomized liquid of e-cigarettes. Some also are marketing them as a way to curtail an addiction to nicotine (yet their products do indeed contain nicotine).

Electronic cigarettes indeed pose several serious potential risks to public health:

1. There is no credible scientific evidence that these products are safe for human consumption nor that they are effective at helping smokers or other tobacco users quit, as some manufacturers have claimed. In contrast to tobacco cessation products that have been approved by the FDA, there are no controls on the amount or potency of the nicotine or other substances in electronic cigarettes.

2. E-cigs risk deterring current smokers from quitting by providing an alternative source of nicotine in places where smoking is not allowed. They also provide an unproven and unapproved alternative to smoking cessation therapies that have been approved by the FDA as safe and effective.

3. These products could serve as a pathway to nicotine addiction for children, leading them to smoke cigarettes and use other tobacco products. E-cigs are marketed in youth-friendly candy and fruit flavors including bubblegum, cookies and cream, and cola. These products are also readily accessible to youth because they are widely sold in shopping malls, convenience stores, and over the Internet and, because they are not traditional tobacco products, they are not subject to age verification laws.

What *IS* known is that there are clinically and scientifically, FDA approved, and validated ways to help those addicted to tobacco and nicotine to quit. The West Virginia Tobacco Cessation Quitline has been helping people quit tobacco for many years. Quitline services are offered at no-cost to all WV residents who want to quit their nicotine addiction and tobacco use. Services include four counseling sessions, educational materials and a choice of nicotine replacement therapy including patches, gum and lozenges.

For more information about the West Virginia Division of Tobacco Prevention call (304) 558-2939 or toll free at: 1-866-384-5250. Visit the WVDTP online at www.wvdtp.org. To register for tobacco cessation services call the West Virginia Tobacco Cessation Quitline at 1-877-966-8784.

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