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Vincent Frazer, Virgin Islands Attorney General
Robert W. Ferguson, Washington Attorney General
Peter K. Michael, Wyoming Attorney General

1 U.S. Surgeon General, U.S. Department of Health and Human Services, The Health Consequences of Smoking: Nicotine Addiction (1988); Emergency Response Safety and Health Database, National Institute for Occupational Safety and Health, Centers for Disease Control and Prevention, http://www.cdc.gov/niosh/ershdb/EmergencyResponseCard_29750028.html

2 Compare Josh Sanburn, Can Electronic Cigarettes Challenge Big Tobacco?, Time.com, Jan.8, 2013, available at <http://business.time.com/2013/01/08/can-electronic-cigarettes-challenge-big-tobacco/>, (estimating 2013 sales at \$1billion), with Stuart Elliot, E-Cigarette Makers' Ads Echo Tobacco's Heyday, New York Times, Aug. 29, 2013, available at <http://www.nytimes.com/2013/08/30/business/media/e-cigarette-makers-ads-echo-tobaccos-heyday.html>, (estimating 2013 sales at \$1.7 billion)




3 Benjamin Wallace, Smoke Without Fire, New York Magazine, April 28, 2013, available at <http://nymag.com/news/features/e-cigarettes-2013-5/>.

4 See <http://ejuicemonkeys.com/> and <http://cityecigarettes.com/>

5 See <http://www.whitecloudelectroniccigarettes.com/accessories/vapor-jackets/>

6 Catherine Corey, Notes from the Field: Electronic Cigarette Use Among Middle and High School Students—United States, 2011–2012, Centers for Disease Control and Prevention Morbidity and Mortality Weekly Report, September 6, 2013, available at http://www.cdc.gov/mmwr/preview/mmwrhtml/mm6235a6.htm?s_cid=mm6235a6_w

7 Sabrina Tavemise, Rise Is Seen in Students Who Use E-Cigarettes, New York Times, September 5, 2013, available at <http://www.nytimes.com/2013/09/06/health/e-cigarette-use-doubles-among-students-survey-shows.html>

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Date: November 9, 2013

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CASAA: New study confirms that chemicals in electronic cigarettes pose minimal health risk

PHILADELPHIA, Aug. 8, 2013 /PRNewswire-USNewswire/ — E-cigarette users can breathe a little easier today. 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.

Continue reading: [CASAA: New study confirms that chemicals in electronic cigarettes pose minimal health risk.](#)

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Date: August 28, 2013

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Try smokeless nicotine cigarettes, says government | Society | The Guardian

In the UK, the government pushes for citizens to switch to e-cigarettes because officials "officials believe the rigid "quit or die" approach to smoking advice no longer works."

The first annual report of the "nudge unit" (the Cabinet Office's insight team), states that if "alternative and safe nicotine products can be developed which are attractive enough to substitute people away from traditional cigarettes, they could have the potential to save 10,000s of lives a year."

Read more: [Try smokeless nicotine cigarettes, says government | Society | The Guardian.](#)

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Date: September 16, 2011

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Daily Journal – FDA to regulate electronic cigarettes as tobacco products, not drug devices

Looking for more info on this!! If you run across anything, please comment!

[Daily Journal – FDA to regulate electronic cigarettes as tobacco products, not drug devices.](#)

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Date: April 25, 2011




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Was 1998 tobacco pact a bad deal for some U.S. states? – The Center for Public Integrity

"U.S. states have collected about \$75 billion so far from a 1998 settlement with big tobacco companies to resolve litigation over escalating Medicaid costs for smoking-related health care.

But Stanford professor Jeremy Bulow calls the lucrative settlement a 'bad deal' for many of the 46 states...."

Read more: [Was 1998 tobacco pact a bad deal for some U.S. states? – The Center for Public Integrity.](#)

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Date: April 19, 2011

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Big Drug's Nicotine War, by Wanda Hamilton

First a few quotes from this excellent 2001 piece by Wanda Hamilton:

One of the most popular sessions of the entire conference, with more than 4,000 attendees, was "Nicotine Plenary: The Greatest Science Show on Earth," sponsored by SmithKline Beecham [SKB

All in all, the 11th World Conference on Tobacco and Health was a highly successful marketing opportunity for the pharmaceutical industry. It strengthened their already close relationship with the global anti-tobacco organizations, the medical establishment, the WHO, and agencies of the U.S. federal government. It also ensured that the global public health community would enthusiastically continue promoting the companies' cessation drugs. Even more than that, it assured the drug companies that their campaign to wrest control of nicotine from the tobacco companies was right on track.

On about page 4, I became rather disappointed in myself. See, I know fully well why the FDA and Big Pharma want control of natural products and supplements – because natural products can't be patented. And that's what it's all about, isn't it? Patented products. When consumers start turning to products you can't control, it creates a bit of a situation. Solution? Create an environment where only the Big Guys can afford to produce and market these products. Duh. Winning.

But, yeah, there it was – nicotine can't be patented. It's natural, and it occurs naturally. I knew that, I KNOW that, but I've kind of left that out of the bigger picture. Duh. Idiot. But because nicotine *compounds*, and *nicotine delivery devices* can be patented, Big Pharma is all about "cessation" – or as Hamilton quoted "**long-term nicotine-maintenance.**"

There were no "common goals" or public health partnerships in the 1960s when Big Pharma first started tampering with "alternative" nicotine products; and not in the 1970s when the gum came out, or th 80s when the patch hit the market. No – the partnerships began in the 90s, after a Surgeon General committee declared the nicotine habit an "addiction" (and of course, addictions require treatments) and public health organizations were already in full force. Big Pharma then started funding anti-tobacco agendas. (and not surprising, Big Tobacco began branching off pharma companies of their own.) Imagine being the sole supplier of the world's nicotine.... Wow....

While this paper doesn't addressed electronic cigarettes, it provides incredible insight as to what is driving today's discussion. Complete with time-lines, Hamilton discusses all the relevant industries and agencies and their developments. She also connects some agencies, funding and policies that even those a little more "in the know" might be surprised at. Kessler's

Pharma (and Monsanto) FDA lives on....


It also includes a fairly in-depth look at research and developments regarding the therapeutic nature of nicotine and it's application in conditions and diseases like Parkinson's, Alzheimer's, attention deficit disorder, tuberculosis, colitis, depression and many others.


I'll finish off with a 2000 quote Hamilton uses that demonstrates the medical industry's push to allow Big Pharma to market cessation products as harm reduction, alternatives or supplements. I'm curious if the sentiment remains the same relative to non-pharma controlled e-cigarettes:

"...there should be a huge market for alternative nicotine delivery systems. A move toward risk reduction could significantly benefit public health, provide consumer choice and allow free market forces to combat the leading cause of preventable death [tobacco]. However, market forces are currently prevented from providing consumers with the risk reducing products they want because of existing regulatory systems. Tobacco products have been exempted from consumer protection laws, but there are no such exemptions for other nicotine delivery products, e.g. NRT. This has resulted in an exceedingly uneven playing field for nicotine products...." Sweanor D, "Regulatory imbalance between medicinal and non-medicinal nicotine," *Addiction*, 95 Suppl1:S25-8, Jan 2000.

It's a rather lengthy article, but well worth it. Please check it out: [Big Drug's Nicotine War](#) by Wanda Hamilton

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 Date: April 19, 2011

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