



# ELECTRONIC CIGARETTES



Blu is the market leader in e-cigarette sales. It is heavily marketed by celebrities.



NJOY is the No. 2 seller and seeks to closely reproduce the feel of smoking.



More advanced e-cigarettes can be filled with e-juice and have a charger.

## WHAT ARE ELECTRONIC CIGARETTES?

Electronic cigarettes, or e-cigarettes, are battery-operated devices that contain a mixture of liquid nicotine and other chemicals. The device heats this mixture, called e-juice, producing a nicotine vapor that is inhaled.

## E-CIGARETTES ARE NOT PROVEN SAFE.

There is currently no evidence that using e-cigarettes or inhaling the secondhand emissions from an e-cigarette is safe. Studies have found nicotine, heavy metals, toxins, and carcinogens in e-cigarette vapor.<sup>1, 2, 3, 4</sup>

## E-CIGARETTES ARE NOT WELL REGULATED.

E-cigarettes are not currently regulated by the Food and Drug Administration (FDA), although the FDA has initiated steps to regulate e-cigarettes. The FDA has noted that “quality control processes used to manufacture these products are inconsistent or nonexistent.” Studies have shown e-cigarettes labeled as containing no nicotine actually contained nicotine.<sup>1, 2</sup> E-cigarettes labeled as containing the same nicotine level emitted varying levels of nicotine.<sup>1</sup>

## MINNESOTA HAS TAKEN STEPS TO REGULATE THEM.

Recent changes to Minnesota law prohibit e-cigarette use in public schools, hospitals, clinics and government-owned buildings, including city and county buildings. It also includes licensed daycare facilities during hours of operations. Minnesota law will require e-cigarette liquids and systems to be sold in child-resistant packaging. E-cigarettes can no longer be sold from movable places of business, such as mall kiosks or community events, or in self-service displays. Retailers are required to obtain a tobacco license before selling these products and ensure these products are only sold to those who are 18 years of age or older.

## USE HAS INCREASED AMONG YOUTH.

E-cigarette use is increasing rapidly among youth. Use of e-cigarettes more than doubled from 2011 to 2012 among middle and high school students, according to the Centers for Disease Control and Prevention.<sup>5</sup>

## E-CIGARETTES COME IN FLAVORS THAT APPEAL TO YOUTH.

E-cigarettes come in a variety of flavors, such as gummy bear, fruit punch, yogi bear kryptonite, cherry crush and piña colada. Flavored tobacco products appeal to young people.<sup>6</sup>

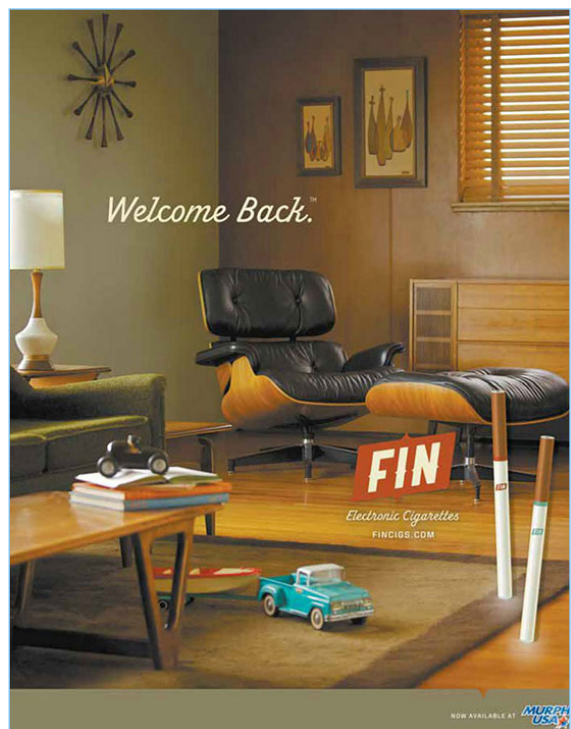
## E-CIGARETTES ARE NOT EFFECTIVE FOR QUITTING SMOKING.

E-cigarettes have not been proven safe or effective in helping people quit smoking.<sup>7, 8</sup> Research shows current smokers are more likely to use e-cigarettes than former or never smokers.<sup>9, 10</sup> Smokers are using e-cigarettes where they cannot use traditional cigarettes, which might deepen their addiction to nicotine. Some e-cigarettes are marketed with the tagline “smoke anywhere.” For those wanting to quit, there are many FDA-approved quit aids, such as gum, patches and lozenges, available at little or no cost through insurance companies or Minnesota’s statewide QuitPlan® service ([www.quitplan.com](http://www.quitplan.com)).



Source: Trinketsandtrash.org

On television and in print ads, e-cigarette advertisers tell smokers to "take back their freedom." With manufacturers such as Blu (above) and Fin, there's no encouragement to quit smoking. Their advertising centers around smoker rebellion and the ability to use e-cigarettes in places where smoking is prohibited.



Source: Trinketsandtrash.org

## NICOTINE IS A POTENT STIMULANT DRUG.

E-cigarettes usually contain nicotine, an extremely addictive stimulant. High amounts of nicotine can be fatal, especially to small children. Nicotine use has a host of side effects, including increased blood pressure, bronchospasms, joint pain, insulin resistance, heart arrhythmias and coronary artery constriction.<sup>11,12</sup>

## TOP THREE CIGARETTE COMPANIES HAVE A BRAND.

The three largest cigarette companies, Altria, R.J. Reynolds and Lorillard, have an e-cigarette brand. These companies are using the same marketing tactics as in the past to lure young people into a lifetime of nicotine addiction.

LORILLARD	ALTRIA	RJ REYNOLDS
CIGARETTE BRANDS		
		
E-CIGARETTE BRANDS		
		

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The Association for Nonsmokers-Minnesota is dedicated to reducing the human and economic costs of tobacco use in Minnesota.  
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