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## Public Health Committee

February 28, 2014

### American Cancer Society Cancer Action Network Testimony

**RE: HB 5286 An Act Requiring the Labeling of Electronic Cigarettes.**

***While the intent to require content and nicotine yield labeling on the packaging of Electronic Cigarettes is both appropriate and necessary, the American Cancer Society Cancer Action Network (ACS CAN) must respectfully oppose, unless amended, HB 5286.*** As written, this bill would create a separate classification for e-cigarettes, which would exempt them from existing tobacco control laws and policies. Additionally, the bill contains only vague references relating to enforcement of the labeling requirement itself and the state has no mechanism in place to be able to scientifically analyze such products to verify or refute the claims made on package labeling.

***Until sound scientific evidence clearly shows that e-cigarettes are safe and effective as a cessation aid, ACS CAN will only support laws that treat e-cigarettes like all other tobacco products.***

Over the last several years, there has been a dramatic growth in the marketing and sale of e-cigarettes and in the claims being made by e-cigarette manufacturers, as well as a proliferation in the various types of e-cigarettes being sold. Despite the dramatic rise in the use of e-cigarettes, very little is known about their actual health risks or their impact on youth tobacco use or whether they are effective in helping smokers quit. ***No federal agency currently regulates how e-cigarettes are made or how and to whom they are marketed and sold.***

Growing evidence shows electronic cigarettes are a growing problem among youth. A recent Centers for Disease Control and Prevention (CDC) report (National Youth Tobacco Survey, reported in Sept 5, 2013 Morbidity and Mortality Weekly Report) shows that in the United States from 2011 to 2012—just one year—the percentage of youth (middle and high school students) using e-cigarettes more than doubled. Recent use of e-cigarettes among 6-12 year olds almost doubled in the same time period. Adults are also reporting greater use of e-cigarettes. CDC estimates that one in five adults have tried an e-cigarette, doubling from ten percent in 2010 to 21 percent in 2011.

Furthermore, more than 75% of the youth surveyed who used e-cigarettes also smoked conventional cigarettes.

The e-cigarette industry wants the public to believe that these products are a safe alternative to smoking; however, there is no reliable research to support this claim. The e-cigarette industry is using a number of marketing techniques originally employed by the cigarette companies to addict youth, including the use of candy- and fruit-flavors. E-cigarettes come in cotton candy, gummy bear, bubble gum flavors, Atomic Fireball, orange soda, as well as grape, apple and strawberry.

***More research and regulation is needed on electronic cigarettes. There simply isn't enough high-quality, objective scientific evidence yet to know whether e-cigarettes are safe or effective.*** And there is currently no scientific evidence to back up the electronic cigarette industry's claims that their products are safe.

The FDA conducted a limited study in July of 2009 and found that several e-cigarette products and numerous cartridges contained carcinogens and toxic chemicals, including the ingredients found in anti-freeze. ACS CAN has concerns about the potential public health effects of e-cigarettes and more research on e-cigarettes is needed to determine what ingredients they contain, how they are being used, and what effect they have on users.

Effective regulation is absolutely essential to guard against potential health risks and prevent e-cigarettes from creating a new generation of youth tobacco users, increasing the overall number of people addicted to nicotine, convincing current tobacco users not to quit or re-glamorizing the act of smoking.

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