

I am writing as a voter and taxpaying constituent urging you to oppose HB 6290 which would place marketing restrictions on vapor products similar to those imposed on traditional, combustible cigarettes. Ostensibly, the marketing restrictions on tobacco products are intended to protect children from exposure to traditional cigarette advertising in an effort to prevent youth initiation to smoking. It is also clear that these marketing restrictions are intended to limit adult awareness of traditional cigarettes as well.

While I agree that vapor products are intended for adult use and sales to minors should be prohibited, I am very concerned that imposing tobacco advertising restrictions on low-risk e-cigarettes would seriously impact adult awareness of these products. In fact, it is fair to say that state health departments should be promoting vapor products -- as many health professionals already do -- rather than taking steps to discourage use.

I, along with my fellow members of the Consumer Advocates for Smoke-free Alternatives Association (CASAA) thank you for considering my comments and urge you to oppose HB 6290. Please keep me informed of the progress of this bill and feel free to contact me with any questions you may have. I look forward to your response.

Sincerely,

Donny Pierro

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