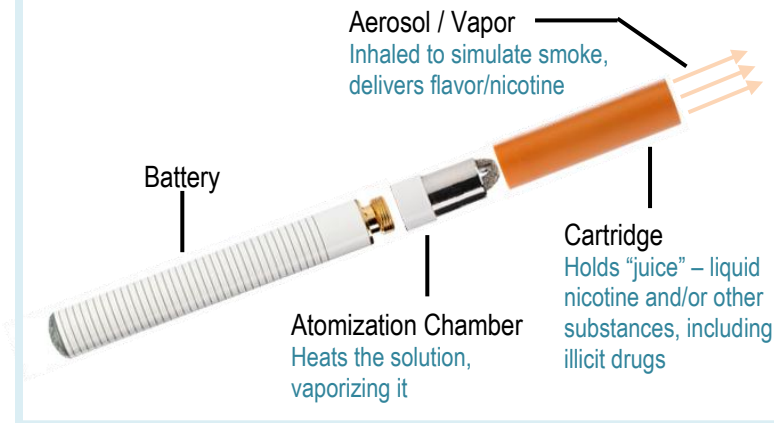


# E-CIGARETTES A Growing Concern

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## WHAT ARE E-CIGARETTES?

An electronic cigarette is an oral device that can be used to simulate smoking and that produces an aerosol of nicotine and/or other chemicals.



## THEY TAKE MANY FORMS

E-cigarettes are also known as e-hookahs, hookah pens, vape pens, vaporizers, e-cigars, and e-pipes.



## WHY YOU SHOULD BE CONCERNED

### We've worked hard for clean air

- E-cigarettes produce more than just water vapor. The aerosol can contain nicotine, ultrafine particles, heavy metals, and toxic cancer-causing chemicals.<sup>1</sup>
- Wisconsin communities have come to expect clean indoor air; e-cigarette use threatens this standard and makes enforcement confusing.

### They're not regulated and haven't been proven safe

- There are no regulations on the manufacture or sale of the 450+ brands of e-cigarettes to protect consumers.
- Contents vary widely and don't always match the ingredients or amounts listed on labels.<sup>2</sup>
- The number of poison control calls linked to the "juice" used in e-cigarettes is on pace to double in 2014.<sup>3</sup>

### They aren't approved to help smokers quit

- Not one of these products has been approved by the FDA as a cessation device.
- E-cigarette users often continue to smoke regular cigarettes as well as use e-cigarettes.<sup>4</sup>

### They appeal to youth

- E-cigarettes are gaining popularity among youth.<sup>5</sup>
- Candy-like flavoring like grape and gummy bear target youth tastes.
- Marketing efforts dress-up e-cigarettes as safe and cutting edge.

**The use of e-cigarettes has more than doubled among youth.<sup>5</sup>**



1 Americans for Non-Smokers Rights. Electronic (e-) Cigarettes and Secondhand Aerosol Fact Sheet.

2 E-Cigarettes: Questions and Answers [consumer update]. (September, 2010). U.S. Food and Drug Administration. Retrieved from: <http://www.fda.gov/ForConsumers/ConsumerUpdates/ucm225210.htm>

3 Richtel, Matt. "Selling a Poison by the Barrel: Liquid Nicotine for E-Cigarettes." The New York Times, March 23, 2014.

4 Dutra LM, Glantz SA. Electronic Cigarettes and Conventional Cigarette Use Among US Adolescents: A Cross-sectional Study. JAMA Pediatr. 2014 Mar 6.

5 Notes from the Field: Electronic Cigarette Use Among Middle and High School Students - United States, 2011-2012. (September 6, 2013). U.S. Centers for Disease Control and Prevention, Morbidity and Mortality Weekly Report.