



April 28, 2015

The President
The White House
1600 Pennsylvania Avenue, N.W.
Washington, DC 20500

Dear Mr. President:

It has been more than a year since the Food and Drug Administration (FDA) proposed a regulation to extend its authority over all unregulated tobacco products. Given the health risks of these unregulated products, particularly to children, we ask for your leadership in ensuring your Administration quickly finalizes the regulation.

In the absence of regulation, we have seen irresponsible marketing of unregulated products such as cigars and electronic cigarettes, often using tactics and sweet flavors that clearly appeal

to youth. It's no wonder use of e-cigarettes by youth has skyrocketed. This process has already taken far too long. We cannot afford more delays that allow tobacco companies to target our kids with a new generation of tobacco products.

The 2009 Family Smoking Prevention and Tobacco Control Act (Tobacco Control Act) gave the FDA immediate authority over cigarettes, smokeless and roll-your-own tobacco, and authorized the Secretary of Health and Human Services to deem other tobacco products subject to FDA's jurisdiction. Until this occurs, there is no federal oversight of e-cigarettes, cigars and several other tobacco products. There are no restrictions in place to protect public health against the risks these products pose, particularly to the health of our children. For example, at present, FDA has no authority to stop manufacturers from using candy and fruit flavors in these tobacco products, and they cannot require manufacturers to disclose their ingredients or even require them to use childproof packaging for liquid nicotine containers. The unnecessary delay in regulating these products has put children at risk.

According to new data from the Centers for Disease Control and Prevention and the FDA, youth use of e-cigarettes tripled between 2013 and 2014, from 4.5 percent to 13.4 percent among high school students and from 1.1 percent to 3.9 percent among middle school students. The CDC estimates that there were 2.4 million youth e-cigarette users in 2014. E-cigarettes come in more than 7,000 flavors, including cotton candy, gummy bear, bubble gum, and other flavors that appeal to kids.

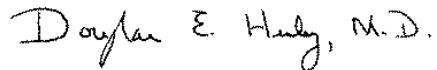
Further, poisonings involving e-cigarettes and liquid nicotine have increased dramatically. According to the American Association of Poison Control Centers, calls to poison control centers involving exposures to e-cigarettes and liquid nicotine increased to 3,783 in 2014, more than double the number of calls in 2013, and a 13-fold increase since 2011. More than half of these calls involved children under the age of six.

The new survey data also show that hookah use more than doubled among middle school students and almost doubled among high school students in just one year, with current use among high school students rising from 5.2 percent in 2013 to 9.4 percent in 2014.

Finally, it is critical that FDA regulate all cigars. Cigars are not just smoked by adults – kids smoke them too. High school boys smoke cigars at the same rate as cigarettes (10.8 percent for cigars and 10.6 percent for cigarettes). The unregulated cigar and little cigar industry is also using candy and fruit flavors to make their products more attractive to youth.

This public health regulation is long overdue. Further delay will only serve the interests of the tobacco companies, which have a long history of using product design and marketing tactics to attract children to harmful and addictive products. We ask for your leadership in ensuring your Administration quickly finalizes the regulation.

Sincerely,



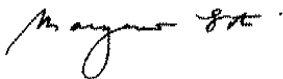
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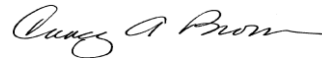
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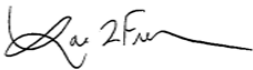
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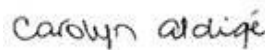
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