

Regulating the Electronic Cigarette Industry

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Electronic Cigarettes: A Historical Timeline

- ▶ 1930 - First patent granted to an electronic cigarette.
- ▶ 1960's to 1990's - Many people worked to commercialize variations of today's electronic cigarette, all failed.
- ▶ 2003 - SUCCESS (or is it?)
- ▶ 2006 to 2007 - Electronic cigarettes were introduced to Europe and the United States.
- ▶ 2008 - Turkey suspends the sale of electronic cigarettes. The World Health Organization (WHO) does not consider electronic cigarettes as a safe alternative to smoking cigarettes.
- ▶ 2009 - Australia, Brazil, Jordan, Hong Kong and Canada ban the import and/or sale of electronic cigarettes. FDA gains authority over tobacco products.
- ▶ November 2009 - New Jersey legislators pass a bill that includes electronic cigarettes in the state's public smoking ban.
- ▶ 2011 - Argentina and Holland ban the sale and importation of electronic cigarettes.
- ▶ 2011 to 2016 - Industry and FDA go back and forth on rules and regulations concerning electronic cigarettes. U.S. Senators demand additional regulations on flavoring and marketing. Warning letters issued for sales to minors.
- ▶ 2018 - FDA issues warning letters to electronic cigarettes for labeling and/or advertising products geared towards children.

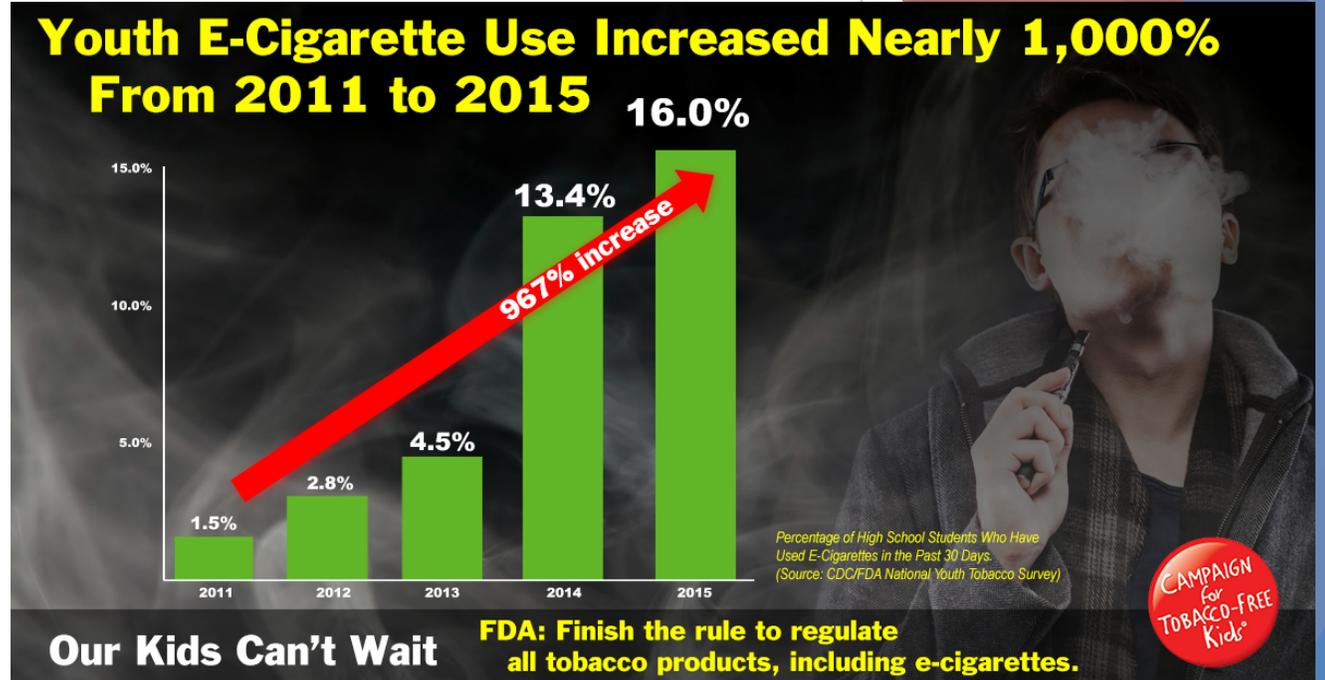
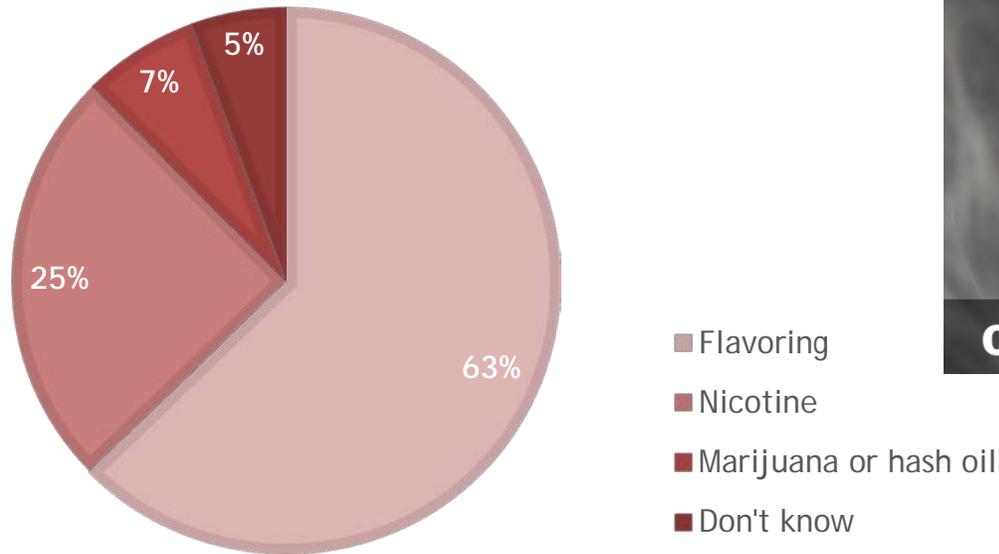
What is an Electronic Cigarette?

A battery operated device designed to deliver nicotine, flavor and other chemicals. The device turns chemicals into aerosol that is inhaled by the user.



Youth Electronic Cigarette Use

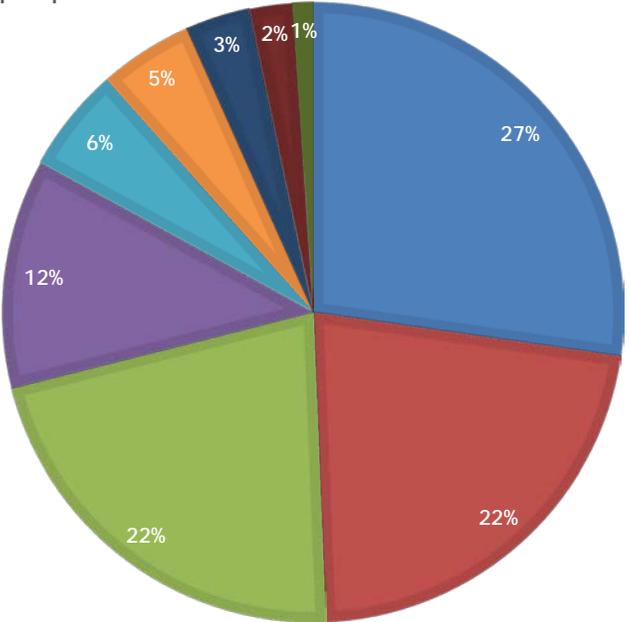
What did 12th graders think was in the mist they inhaled from an electronic cigarette?



Reasons for Electronic Cigarette Use

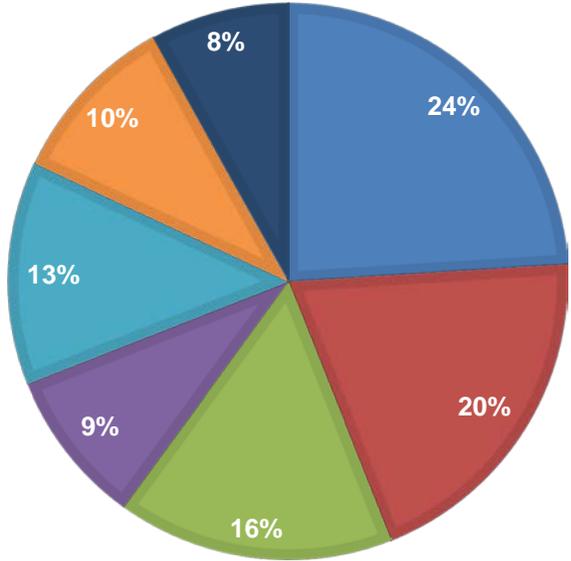
YOUTH USAGE

- Friend or family member uses
- Flavoring
- They can be used anywhere
- Ease of access
- Famous people use them
- Some other reason
- Safer than cigarettes
- Cessation
- Cost



ADULT USAGE

- Cessation/Health
- Convenience
- Curiosity
- Simulation of Cigarettes
- Consideration of Others
- Cost
- Flavoring



Source: Tsai J, Walton K, Coleman BN, et al. Reasons for Electronic Cigarette Use Among Middle and High School Students — National Youth Tobacco Survey, United States, 2016. *MMWR Morb Mortal Wkly Rep* 2018;67:196-200. DOI: <http://dx.doi.org/10.15585/mmwr.mm6706a5External>

Source: Patel, D., Davis, K. C., Cox, S., Bradfield, B., King, B. A., Shafer, P., ... Bunnell, R. (2016). Reasons for current E-cigarette use among U.S. adults. *Preventive medicine*, 93, 14-20. doi:10.1016/j.ypmed.2016.09.011

Family Smoking Prevention and Tobacco Control Act

The Family Smoking Prevention and Tobacco Control Act places specific restrictions on marketing tobacco products to children. These provisions include:

- ▶ Sales to minors (US - 18)
- ▶ Vending machine sales
- ▶ The sale of packages of fewer than 20 cigarettes
- ▶ Tobacco-brand sponsorships of sports and entertainment events
- ▶ Free giveaways of sample cigarettes
- ▶ Large and more visible warnings
- ▶ Bans cigarettes with characterizing flavors, except menthol and tobacco.



Electronic Cigarette Marketing Tactics



E-liquid



Food product



E-liquid



Food product



E-liquid



Food product



E-liquid



Food product

Strawberry Shortcake

Called one of America's favorite desserts, Strawberry Shortcake is a scrumptious medley of freshly sliced strawberries capped with a generous dollop of whipped cream and served over a sweetened biscuit pastry. Simply amazing!

Inhale Flavor
Curb Cravings
Lose Weight

Strawberry Shortcake

0 Calories

Vanilla Cupcake

A pint-sized party favorite, this dainty dandy consists of moist white cake slathered in rich, buttercream frosting and stippled with a festive assortment of colorful sprinkles. Wonderfully sweet and buttery, Vanilla Cupcake is pure fun and pure heaven for cake lovers. Dig in!

Inhale Flavor
Curb Cravings
Lose Weight

Vanilla Cupcake

0 Calories

Some choices are hard...



This is easy.

Don't waste your time trying unappealing e-cigs that don't taste like real food. No other brand delivers the great taste and experience of real desserts like Mistic.

The best taste.
The best value.
The best choice
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mistic. BEST TASTE. BEST VALUE.

Available at Walmart

The FDA reported 81 percent of current youth electronic cigarette users cited the availability of appealing flavors as the primary reason for use.

FDA Steps to Combat Youth Access and Use



September 12, 2018

JUUL Labs, Inc.
560 20th Street
San Francisco, CA 94107-4344

Dear Mr. Kevin Burns:

Your company is currently marketing JUUL, an electronic nicotine delivery system (ENDS) product, which is subject to regulation by the Food and Drug Administration (FDA or the agency) pursuant to Section 901(b) of the Federal Food, Drug, and Cosmetic Act (FD&C Act), as amended by the Family Smoking Prevention and Tobacco Control Act of 2009 (TCA), and associated regulations. This includes the requirement that a "new tobacco product" undergo premarket review and receive authorization from FDA permitting the product's sale and distribution prior to being offered or delivered for sale into interstate commerce.¹ In May 2016, when FDA issued the regulation deeming ENDS products subject to FDA's tobacco authorities, the Agency announced that, as an exercise of enforcement discretion, it intended to defer enforcement of the premarket review requirement for certain ENDS, setting a compliance date of August 8, 2018, for submission of premarket tobacco product applications (PMTAs) for newly deemed finished tobacco products that were on the market as of August 8, 2016.² In August 2017, FDA announced that, as part of its comprehensive plan for tobacco and nicotine regulation, it would exercise enforcement discretion to extend the premarket review compliance dates for this category of noncombustible tobacco products until August 8, 2022.³ This compliance policy does not apply to any new tobacco product that was not on the market as of August 8, 2016.

As described below, FDA is reevaluating its current compliance policy with respect to JUUL brand products and similar products. We acknowledge receipt of your company's letter to FDA of August 7, 2018; however, we request that you respond to this letter as directed. Failure to respond may result in FDA taking action to enforce the premarket authorities in the TCA with respect to JUUL products, including the authority to take action against products that are adulterated within the meaning of section 902(a)(6) of the FD&C Act in that they are required by section 910(a) to have premarket review and do not have an order in effect under 910(c)(1)(A)(i).

¹ FD&C Act § 910(a)(2)(A), (c).

² 81 Fed. Reg. 28974, 28978 (May 10, 2016).

³ *Guidance for Industry: Extension of Certain Tobacco Product Compliance Deadlines Related to the Final Deeming Rule (Revised)* (August 2017), available at <https://www.fda.gov/downloads/TobaccoProducts/Labeling/Regulations/Guidance/UCM57716.pdf>.

U.S. Food & Drug Administration
10903 New Hampshire Avenue
Silver Spring, MD 20993
www.fda.gov

FDA Statement

Statement from FDA Commissioner Scott Gottlieb, M.D., on new enforcement actions and a Youth Tobacco Prevention Plan to stop youth use of, and access to, JUUL and other e-cigarettes

For Immediate Release

April 24, 2018

Statement

- FDA cites 40 retailers for violations related to youth sales of JUUL e-cigarettes
- Agency announces a new blitz of retail establishments targeting youth sale violations
- Agency takes new action to examine youth appeal of JUUL
- Agency takes steps to foreclose online sales of JUUL to minors
- These are the first steps in a new effort aimed at stopping youth use of e-cigarettes

Protecting our nation's youth from the dangers of tobacco products is among the most important responsibilities of the U.S. Food and Drug Administration—and it's an obligation I take personally. We recognize that if the FDA is to end the tragic cycle of successive generations of nicotine and tobacco addiction, we must take every opportunity to disrupt that process where it starts: youth access to and use of tobacco products.

That's why, as part of our comprehensive plan ([NewsEvents/Newsroom/PressAnnouncements/ucm658923.htm](https://www.fda.gov/NewsEvents/Newsroom/PressAnnouncements/ucm658923.htm)) announced in July, we're pursuing a policy to prevent future generations from becoming addicted in the first place by rendering cigarettes minimally or non-addictive. A key part of that plan was establishing the foundational framework for regulating non-combustible tobacco products for adults, like e-cigarettes.

But as we work to keep kids from making the deadly progression from experimentation to regular cigarette use, it's imperative that we also make sure children and teenagers aren't getting hooked on more novel nicotine-delivery products.

FDA In Brief: FDA warns companies to stop making, selling or distributing e-liquids marketed to resemble prescription cough syrups

April 4, 2019

Media Inquiries

Michael Felberbaum (<mailto:michael.felberbaum@fda.hhs.gov>)
240-402-9548

"By deliberately making or selling e-liquid products that look like prescription cough syrups, these companies are putting adults and children at risk of nicotine poisoning. The products are being designed in ways that make them falsely appear to be ingestible. These actions are egregious. The products not only use labeling with statements, representations and graphical elements that imitate legitimate cough medications, but they also have a list of ingredients that mimics a drug facts label," said FDA Commissioner Scott Gottlieb, M.D. "Efforts to encourage the innovation of novel and potentially less harmful products such as e-cigarettes for currently addicted adult smokers will be severely undermined if bad actors put the public, and kids in particular, at risk in this outrageous fashion. The FDA will continue to crack down on misleading labeling and advertising and illegal and dangerous e-liquids that may entice youth or put consumers at risk."

Today, the U.S. Food and Drug Administration issued warning letters to [Undisputed Worldwide \(ICECI/EnforcementActions/WarningLetters/ucm634291.htm\)](https://www.fda.gov/ICECI/EnforcementActions/WarningLetters/ucm634291.htm) and [EZ Fumes \(ICECI/EnforcementActions/WarningLetters/ucm634302.htm\)](https://www.fda.gov/ICECI/EnforcementActions/WarningLetters/ucm634302.htm) for manufacturing, selling and/or distributing nicotine-containing e-liquids used in e-cigarettes with labeling and/or advertising that cause the products to misleadingly appear to be ingestible by imitating prescription cough syrups.

The action is part of the agency's ongoing effort to protect kids from tobacco products, including the risk to both children and adults of poisoning by nicotine-containing e-liquid products that misleadingly appear to be ingestible. The FDA has previously issued [warning letters \(TobaccoProducts/NewsEvents/ucm65729.htm\)](https://www.fda.gov/NewsEvents/Newsroom/PressAnnouncements/ucm65729.htm), many in

FDA News Release

FDA takes new steps to address epidemic of youth e-cigarette use, including a historic action against more than 1,300 retailers and 5 major manufacturers for their roles perpetuating youth access

Warning letters and civil money penalty complaints to retailers are largest coordinated enforcement effort in agency history; FDA requests manufacturers provide plan for mitigating youth sales within 60 days; warns it may restrict flavored e-cigarettes to address youth epidemic

For Immediate Release

September 12, 2018

Release

The U.S. Food and Drug Administration today announced a series of critical and historic enforcement actions related to the sale and marketing of e-cigarettes to kids. In the largest coordinated enforcement effort in the FDA's history, the agency [issued \(TobaccoProducts/NewsEvents/ucm659278.htm\)](https://www.fda.gov/NewsEvents/Newsroom/PressAnnouncements/ucm659278.htm) more than 1,300 warning letters and civil money penalty complaints (fines) to retailers who illegally sold JUUL and other e-cigarette products to minors during a nationwide, undercover blitz of brick-and-mortar and online stores this summer. As a result of these violations of the law—and other indications that e-cigarette use among youth has hit epidemic proportions—FDA Commissioner Scott Gottlieb, M.D., [stated that the agency intends to take new and significant steps to address this challenge in a speech \(NewsEvents/Newsroom/PressAnnouncements/ucm622185.htm\)](https://www.fda.gov/NewsEvents/Newsroom/PressAnnouncements/ucm622185.htm) at the agency's headquarters.

"We're committed to the comprehensive approach to address addiction to nicotine that we announced last year. But at the same time, we see clear signs that youth use of electronic cigarettes has reached an epidemic proportion, and we must adjust certain aspects of our comprehensive strategy to stem this clear and present danger. This starts with the actions we're taking today to crack down on retail sales of e-cigarettes to minors. We will also revisit our compliance policy that extended the dates for manufacturers of certain flavored e-cigarettes to submit applications for premarket authorization. I believe certain flavors are one of the principal drivers of the youth appeal of these products. While we remain committed to advancing policies that promote the potential of e-cigarettes to help adult smokers move away from combustible cigarettes, that work can't come at the expense of kids. We cannot allow a whole new generation to become addicted to nicotine. In the coming weeks, we'll take additional action under our Youth Tobacco Prevention Plan to immediately address the youth access to, and the appeal of,



Food and Drug Administration
Center for Tobacco Products
10903 New Hampshire Avenue
Silver Spring, MD 20993

May 6, 2016

Notice to Industry: Additional Tobacco Products Now Regulated by the Food and Drug Administration

Dear Retailer, Manufacturer, Importer, or Distributor:

The U.S. Food and Drug Administration (FDA) recently finalized a rule, "Deeming Tobacco Products to be Subject to the Federal Food, Drug and Cosmetic Act, as Amended by the Family Smoking Prevention and Tobacco Control Act" (Deeming rule). The Deeming rule will publish in the Federal Register on May 10, 2016, and extends FDA's authority in Chapter IX of the Federal Food, Drug, and Cosmetic Act (FD&C Act) to additional products that meet the definition of "tobacco product" in the law. This means that while FDA continues to regulate cigarettes, cigarette tobacco, roll-your-own tobacco, and smokeless tobacco products, FDA now also regulates "newly deemed" tobacco products such as electronic cigarettes, cigars, hookahs, and pipe tobacco, as well as their components and parts, but not the accessories of newly deemed products. The Deeming rule also includes additional restrictions for "covered tobacco products." A "covered tobacco product" is any newly deemed tobacco product, but excludes any component or part that is not made or derived from tobacco.

Information for Retailers

If a retailer sells a newly deemed tobacco product, then they must comply with the new requirements in the Deeming rule. Retailers must comply with many of these provisions 90 days after publication. Some examples include:

- not selling newly deemed covered tobacco products to anyone under the age of 18;
- requiring age verification by photo ID for anyone under the age of 27 attempting to purchase covered tobacco products;
- not selling covered tobacco products in vending machines (unless in facilities that prohibit persons under the age of 18 from entering at all times); and
- not distributing free samples of newly deemed tobacco products.

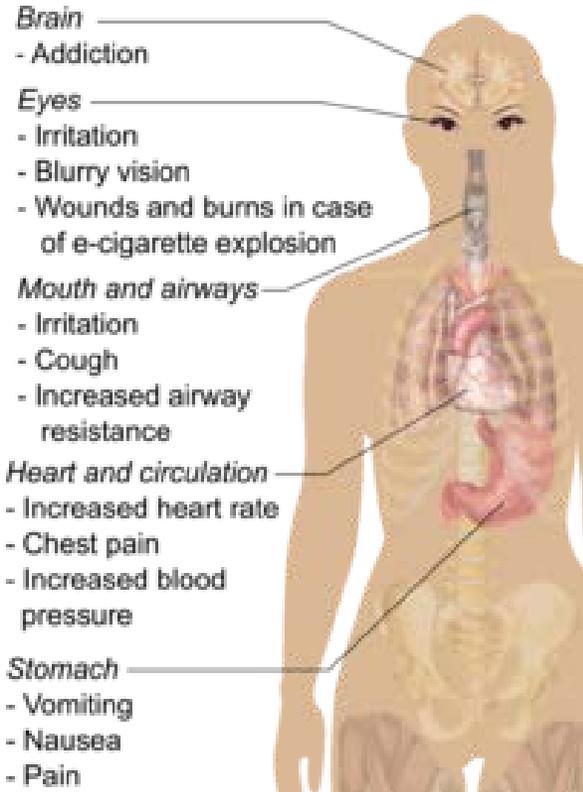
In addition, as a result of the Deeming rule, newly deemed tobacco products automatically are required to comply with provisions regarding "tobacco products" found in the FD&C Act and FDA regulations. Among other requirements, all newly-deemed tobacco products will require premarket authorization, unless they are eligible for grandfather status (were on the market as of February 15, 2007 and have remained unchanged since then). FDA does not intend to enforce the premarket authorization requirements for tobacco products that are not grandfathered and are

Not All Electronic Cigarettes are Created Equal

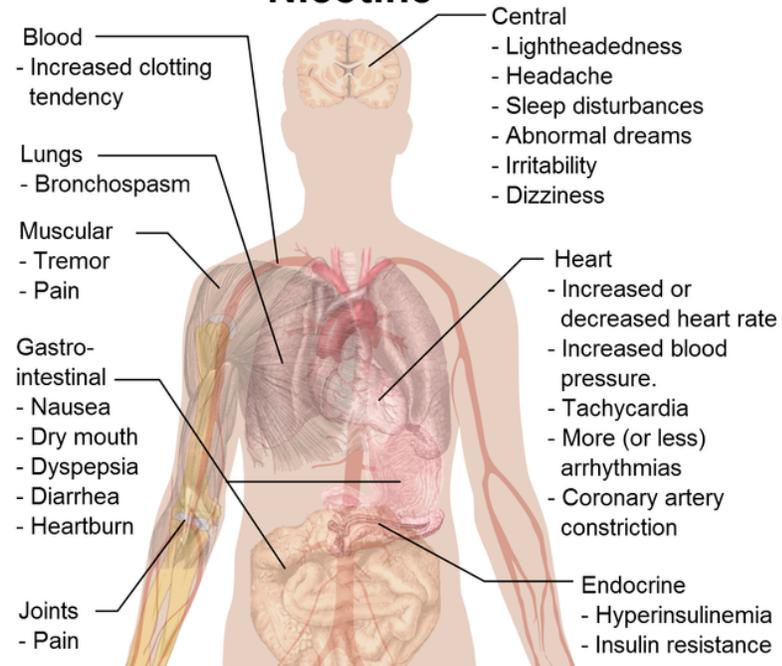


Health Effects of Electronic Cigarette Use

Adverse effects of vaping



Side effects of Nicotine



Nicotine Toxicity and JUUL

Sources of Nicotine

Source	Content (mg)
1 whole cigarette	10-30
1 cigarette butt	5-7
1 cigar	15-40
1 gram chewing tobacco	6-8
1 nicotine patch	8-100
1 piece nicotine gum	2-4
1 vial (5 ml) e-juice	0-100

Ingestion of toxic dose of nicotine

		Onset	Symptoms
Dose	Low toxic dose*	15-90 minutes	Tremor, nausea, increase in heart rate/blood pressure/respiratory rate, mental alertness, euphoria
	High toxic dose**	0-60 minutes	Nausea/vomiting, diarrhea, increase in heart rate/blood pressure/respiratory rate, dizziness, confusion, seizure
		30 minutes to 4 hours	Low blood pressure, slow heart rate, lethargy, weakness, paralysis

*1/10th cigarette in children; ½ to 1 whole cigarette in adults

**1/3rd - 1 whole cigarette in children; 1-3 whole cigarettes in adults

Electronic Cigarette Initiatives in NJ

MUNICIPALITY	LICENSE TYPE	FEE
Boonton (Town)	Initial License	\$1,000.00
	Renewal	\$750.00
Bloomington	Initial and renewal	\$250.00
Butler	Initial license	\$1,000.00
	Renewal	\$750.00
Cranford	Initial and renewal	\$200.00
East Brunswick	Initial license	\$250.00
	Renewal license	\$75.00
Hanover Township	Initial and renewal	\$750.00
Highland Park	Initial and renewal	\$600.00
Hillside	Initial and renewal	\$750.00
Little Falls	Initial and renewal	\$500.00
Montgomery Township	Initial and renewal	\$600.00
Princeton	Initial and renewal	\$1,200.00
Ridgewood	Initial and renewal	\$1,200.00
South Brunswick	Initial and renewal	\$1,500.00
Wayne	Initial and renewal	\$500.00
West Orange	Initial and renewal	\$1,200.00
Westfield	Initial and renewal	\$200.00
Westwood	Initial and renewal	\$1,200.00
Woodbridge	Initial and renewal	\$900.00

“Action can be taken at the national, state, local, tribal, and territorial levels to address e-cigarette use among youth and young adults. **Actions could include** incorporating e-cigarettes into smoke free policies, preventing access to e-cigarettes by youth, price and tax policies, retail licensure, regulation of e-cigarette marketing likely to attract youth, and educational initiatives targeting youth and young adults.”

-US Surgeon General

Tobacco Age of Sale Enforcement (TASE) Program



Retail Electronic Smoking Device Establishment: Morristown's Proposed Ordinance

- ▶ Must possess a retail electronic smoking device establishment license issued by the Town Division of Health
- ▶ Restrictions: Cannot possess a license issued by the Town Division of Health (e.g. food license), a license for the retail sale of motor fuel by the State of New Jersey and/or a liquor license issued by the State of New Jersey
- ▶ Employees must be 21 years of age or older
- ▶ Sixty (60) days to remove product from shelving
- ▶ Age restrictions for entry into a retail electronic cigarette smoking device establishment (21 years or older)
- ▶ New locations cannot be within 500 feet of any public recreational field or park, public or private elementary or secondary school
- ▶ Educational component for retailers on state and local regulations pertaining to tobacco and electronic cigarette
- ▶ High monetary penalties for non-compliance

Who's Selling in Morristown?

- ▶ Supermarket (1)
- ▶ Convenience Store (4)
- ▶ Liquor Store (5)
- ▶ Smoke/Vape Shop (2)
- ▶ Pharmacy (2)
- ▶ Gas Station (2)



According to the 2018 NYTS, 14.8 percent of middle and high school e-cigarette users under 18 report obtaining e-cigarettes from a vape shop in the past month, 8.4 percent from a gas station or convenience store, and 6.5 percent from the Internet.



According to the CDC, 68% of students (17.7 million) are exposed to electronic cigarette advertisements when visiting a retail store

Tobacco Age of Sale

ONLY 21+

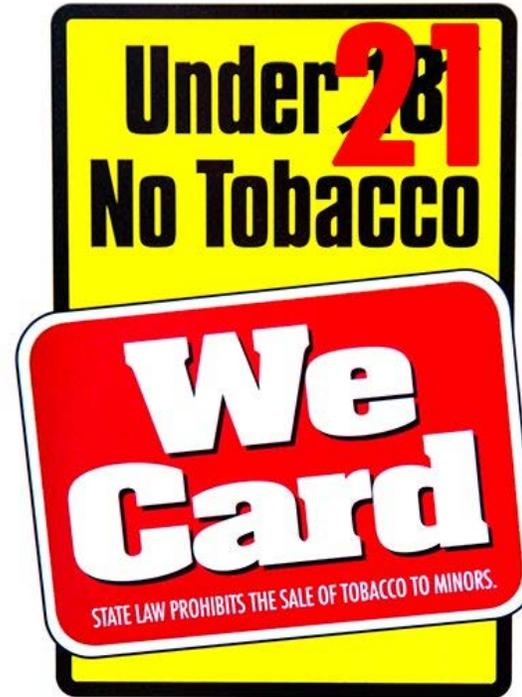
TOBACCO & E-CIG SALES
AGE 21 AND OVER



A PERSON WHO SELLS OR OFFERS TO SELL TOBACCO PRODUCTS OR ELECTRONIC SMOKING OR VAPOR DEVICES, COMPONENTS, CARTRIDGES OR RELATED PRODUCTS TO A PERSON LESS THAN 21 YEARS OF AGE SHALL PAY A PENALTY UP TO \$1,000 AND MAY BE SUBJECT TO A LICENSE SUSPENSION OR REVOCATION. PROOF OF AGE MAY BE REQUIRED FOR PURCHASE. THOSE PERSONS OR ESTABLISHMENTS IN VIOLATION ARE SUBJECT TO PROSECUTION.



Town of Morristown
200 South Street
Morristown, NJ 07963
(973) 796-1975



Please Have ID Ready

Big and Small Business Make a Move to Protect the Public's Health

Pennington Circle convenience stores pull e-cigs from shelves, open 31 Smoke and Vape

By Joe Emanski - March 28, 2019



The owners of two convenience stores on the Pennington Circle say they have pulled all electronic cigarette products from the shelves of those stores and opened a separate store from which to sell them.



Flavored e-cigarette "juice" for sale at 31 Smoke and Vape on the Pennington Circle. (Staff photo by Joe Emanski.)

Co-owners Dolly Lalchandani and Kapil Mansharamani of 31 Smoke and Vape say the move enables them to better ensure that minors cannot gain access to the controversial alternatives to tobacco cigarettes. New Jersey law prohibits the sale of e-cigarettes to anyone under the age of 21.

ShopRite to stop selling tobacco products

By Rita Marino for The Central Record - Dec 2, 2014 - Comments



Medford -> ShopRite of Medford and Lanswilde will stop selling cigarettes and electronic cigarettes at both stores as of Jan. 1.

The announcement comes on the heels of a wellness program at ShopRite that stresses a team approach of dietitians and pharmacists. Counseling sessions and resources are offered to help customers and employees make the decision to quit smoking or help them with behavioral modifications needed to be successful with quitting.

"With smoking being the number-one cause of preventable death and disease in our country, it is important for us to focus on the health and well-being of our customers and employees," says Renee Zelle, who with her husband David own both stores.

"We are happy to join other retailers in becoming part of the public health solution - making the next generation tobacco free," says Renee whose educational background is in public health.

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Rite Aid to Stop Sale of E-Cigarettes

Rite Aid said it would remove e-cigarette and vaping products from stores over the next 90 days; stores will continue to sell regular cigarettes

By Patrick Thomas April 11, 2019 4:11 pm ET

Rite Aid Corp. is halting the sale of e-cigarettes in its drugstores, even as it continues to sell traditional cigarettes, taking a different stance on tobacco products than its two main pharmacy rivals.

Rite Aid will remove all e-cigarette and vaping products, including startup Juul Labs' nicotine-packed vaporizers, over the next 90 days, Bryan Everett, Rite Aid's chief marketing officer, said on a conference call Thursday. Executives said the change was in part a response to pressure from regulators and consumers.

Learn More

CVS stores to stop selling tobacco

By Elizabeth Landau, CNN Updated 11:04 AM ET, Wed February 5, 2014



CVS stops selling tobacco 01:41

Story highlights

- Want to pick up a pack of cigarettes with your prescription refill? A major U.S. pharmacy chain is breaking that habit.
- NEW: Walgreens says it is "re-evaluating this product category"
- Tobacco will no longer be sold at CVS/pharmacy stores as of October 1
- CVS Caremark announced Wednesday it will stop selling cigarettes and other tobacco products at its

Customer Service

Home > Help > Tobacco and smoking accessories policy

Tobacco and smoking accessories policy

3 min article

Tobacco products, including e-cigarettes and vapes, are heavily regulated and can't be sold or advertised on eBay.com. Smoking accessories that are traditionally intended for smoking tobacco products are allowed.

There are some exceptions for tobacco-related products, such as promotional materials, however. Our guidelines explain which tobacco and smoking accessory products are allowed on eBay.

Tobacco policy overview

What are the guidelines?

Why does eBay have this policy?

UCLA gymnast Ki Chahpi performs collegiate routine

5-year-old boy the Wall of America b showing 'real'...

"I grew up in a family and under the importance of power in this community."

SEE TODD'S STORY

Tobacco & Tobacco-Related Products

Examples of Prohibited Listings

- Tobacco or any product that contains tobacco, such as:
 - Blunt wraps
 - Cigarettes
 - Cigars
 - Dipping tobacco
 - Hookah
 - Smokable tobacco, including dissolvable tobacco
 - Electronic cigarettes and related products (regardless of whether they contain nicotine)
 - E-cigarettes
 - E-hookahs
 - E-cigarettes, electronic cigarette pens, smoke pens, or similar refill liquids
 - Electronic pipes
 - Electronic cigars
 - Nicotine inhalers and similar products
 - Accessories for such products, such as:
 - Reel and replacement cartridges
 - Atomizers
 - Batteries
 - Chargers/cases
 - Smoked glass or similar refill liquids
 - Nicotine inhalers or nasal sprays
 - Smoking cessation products that have not been approved for sale in the US, such as:
 - Tapers
 - Smokable tobacco products such as:
 - Arnic products
 - Chew
 - Chewing tobacco
 - Dip
 - Dissolvable tobacco
 - Snuff
 - Tea
 - Herb
 - Products, including without limitation, hats, t-shirts, and lighters, with cigarette or smokable tobacco brands or logos
 - Deep-penhalms

Resources

Information for this presentation was gathered from the following sites:

- ▶ <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6140188/>
- ▶ <https://ag.ny.gov/press-release/ag-schneiderman-spearheads-national-effort-calling-major-pharmacies-stop-selling>
- ▶ <https://www.fda.gov/tobaccoproducts/guidancecomplianceregulatoryinformation/ucm246129.htm>
- ▶ <https://changelabsolutions.org/does-fda-regulate-e-cigarettes>
- ▶ <https://www.nytimes.com/2008/10/07/business/media/07adco.html>
- ▶ <https://web.archive.org/web/20170217055010/http://www.fda.gov:80/tobaccoproducts/newsevents/ucm439029.htm>
- ▶ <http://www.casaa.org/historical-timeline-of-electronic-cigarettes/>
- ▶ <https://www.nejm.org/doi/full/10.1056/NEJMp1805758>

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