



The Consumer Advocates for Smoke-Free Alternatives Association

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CASAA Position Statement on Electronic Cigarettes

The Consumer Advocates for Smoke-Free Alternatives Association (CASAA) is very concerned about the misleading information about electronic cigarettes disseminated by organizations that oppose allowing smokers to switch to alternatives that reduce their risks of smoking-related disease and death.

U.S. Federal Court Judge Richard J. Leon granted an injunction against FDA seizures of electronic cigarette shipments, ruling that the products are intended to be used as a substitute for smoking. He advised FDA to regulate them under the new Family Smoking Prevention and Tobacco Control Act. Judge Leon also

- Pointed out that FDA presented no evidence to support its claim of danger to public health
- Noted that there have been no reports of people being harmed by the products.

The lower court ruling was upheld by the U.S. Court of Appeals in December 2010. Legislators, medical professionals, the press, and the general public require truthful and factual information to make good decisions. The following facts invalidate the misleading and inflammatory claims made by the FDA.

- Surveys show that the average consumer is a middle-aged, long-term smoker:
- More than 80% of users are over age 30 and smoked for 10 or more years;
- More than one-third of users are older than 50 years and smoked for 30 or more years.
- There is no evidence that electronic cigarettes are marketed to minors.
- Published scientific studies show that using an electronic cigarette reduces the desire to smoke.
- Approximately 80% of daily users have **substituted** electronic cigarette use for **all of their tobacco cigarettes**. This makes them “former smokers.”
- More than 90% of users report they have experienced health improvements since switching.
- Electronic cigarettes do not deliver tar, carbon monoxide, or particulates because they operate using vaporization rather than combustion.
- The vapor has been tested by numerous laboratories and none of these tests—including those performed by the FDA—found any potentially harmful substances in sufficient quantities to be carcinogenic or toxic.

CASAA believes that banning all sales will result in the relapse back to smoking for thousands of Americans. CASAA also believes that it is highly inappropriate for organizations charged with protection of public health to take action to prevent smoking abstinence. The CASAA electronic cigarettes policy is summarized as follows:

- CASAA supports the FDA classifying and regulating the electronic cigarette as a tobacco product.
- CASAA supports reasonable manufacturing standards, content labeling, safety warnings, and child-proof packaging.
- CASAA is adamantly opposed to a ban on sales of electronic cigarettes to adults.
- CASAA supports legislation to ban sales of electronic cigarettes to minors.
- CASAA opposes legislation to ban indoor use of electronic cigarettes.

References

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