



**A Petition for the American Academy of Pediatrics, American Cancer Society Cancer Action Network, American Heart Association, American Legacy Foundation, American Lung Association, American Medical Association, Action on Smoking and Health, the U.S. Food and Drug Administration, Public Citizen and Campaign for Tobacco-Free Kids to change their policy and support the sale and use of electronic cigarettes as a reduced harm option for committed adult smokers.**

**FACT:** There is NO evidence of any harm or illness, due to electronic cigarettes, during the five years they have been on the world market.

**FACT:** Testing by the FDA and independent labs has shown that electronic cigarettes do not have toxic levels of chemicals and contain no more carcinogens than FDA-approved smoking cessation products.

**FACT:** Electronic cigarettes are advertised to and largely used by ADULT committed smokers, the majority of whom have no intention of quitting nicotine use in the near future.

**FACT:** There is no verifiable evidence to show that children/teens are attracted to electronic cigarettes.

**FACT:** Accusations that electronic cigarette advertising is targeting children is based entirely on the false assumption that adult smokers would not be attracted to candy flavors or electronic "gadgets."

**FACT:** The overwhelming majority of electronic cigarette retailers already have implemented policies against sales to minors and anecdotal reports of minors purchasing electronic cigarettes are extremely rare.

**FACT:** Electronic cigarettes have been shown to be tens of thousands of times less toxic and less carcinogenic than traditional cigarettes.

**FACT:** The majority of electronic cigarettes users discontinue smoking traditional tobacco.

**FACT:** If electronic cigarettes are removed from the U.S. market, the majority of electronic cigarette owners will turn to ordering the devices from China or worse, return to smoking traditional cigarettes.

**FACT:** Electronic cigarettes pose little, if any, risk to the general public, yet their removal from the market would have a huge, negative impact on the hundreds of thousands of actual users of the devices.

**We ask that the above-named groups cease and desist all efforts to remove electronic cigarettes from the market and instead encourage committed smokers to switch to these reduced harm products, while additional testing is done and fair and proper regulations are established. Until this is done, we pledge to withdraw our support and stop any and all financial contributions to your organizations and our friends, families and co-workers will be strongly encouraged to do the same.**

**Signed,**

