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American Vaping Association

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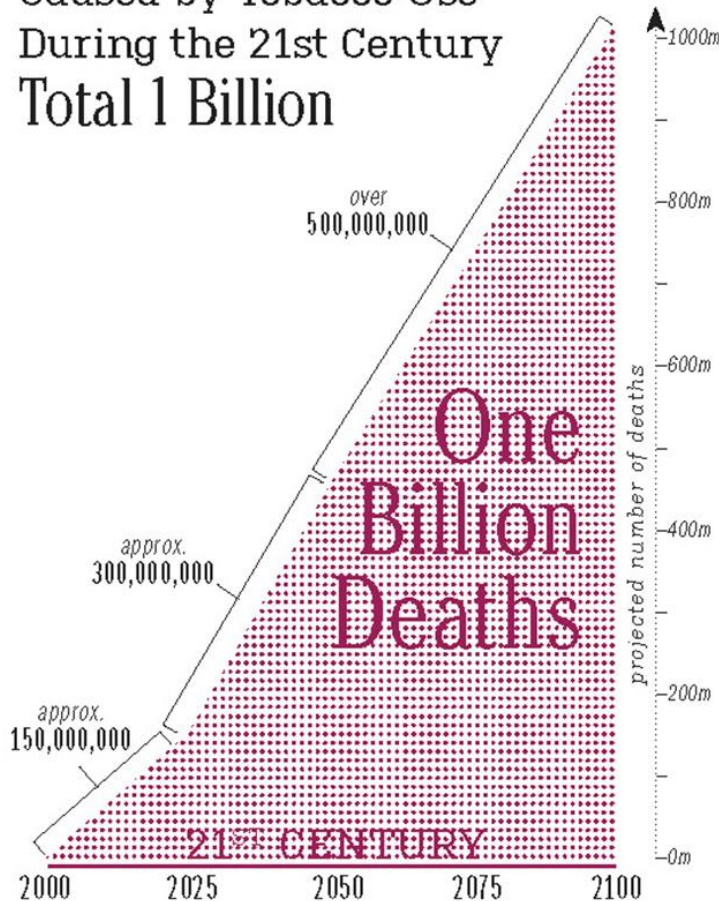
Vaping in Perspective

WHO – 1 billion deaths

Projected Deaths

Caused by Tobacco Use
During the 21st Century

Total 1 Billion



source: Tobacco Atlas, 4th edition; tobaccoatlas.org

The World Health Organization projects **ONE BILLION** will die from smoking in the 21st Century.

For a significant minority of smokers (about 20%), none of the traditional methods work at all and **they will lose years and possibly their lives to the habit of smoking.**

We should keep our response to vapor products in perspective and regulate as if the one billion lives matter the most

Do e-cigarettes help smokers quit?



Data shows,
Pharmaceutical
cessation
products
promoted by our
health agencies
only have a **3% -
9%** success rate.

“60% more likely to succeed”



Addiction

[Volume 109, Issue 9,](#)

pages 1531–1540,

**Article first published
online: 8 AUG 2014**

**Real-world effectiveness of e-cigarettes when
used to aid smoking cessation: a cross-sectional
population study**

<http://onlinelibrary.wiley.com/doi/10.1111/add.12623/full>

WebMD

The study found that people who wanted to quit smoking were about 60 percent more likely to succeed if they used e-cigarettes compared to would-be quitters who tried an anti-smoking nicotine patch or gum.

"It appears, at least for some people, e-cigarettes are a viable method of quitting that looks comparable to, if not better than, traditional nicotine replacement therapy," said Dr. Michael Siegel, a professor of community health sciences at Boston University School of Public Health, who had no part in the study.

The same 60 percent statistic held when the study authors compared the use of e-cigarettes as a quit-smoking aid to people who tried to quit using willpower alone.

Are e-cigarettes less of a health risk for users?

SMOKING causes:

- Heart Disease
 - Lung Cancer
 - COPD
 - Stroke
 - 1 in 10 deaths
- 5.4 Million lives lost every year

Vapor contains no toxic tar or carbon monoxide or many of the roughly 4,000 toxic compounds identified in cigarette smoke.

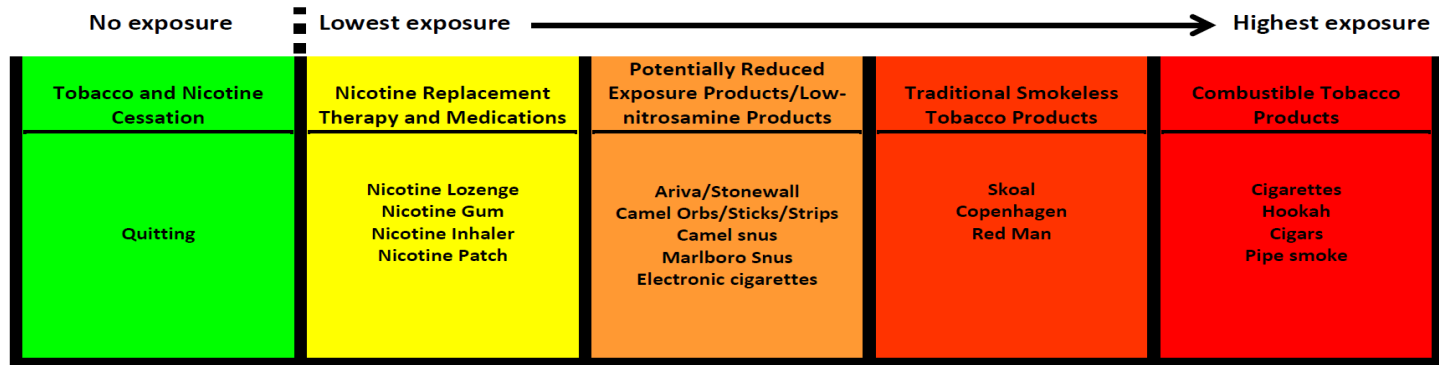


Proven risks of e-cigarettes? **ZERO**

Are e-cigarettes less of a health risk for users?

Continuum of Risk

Individual Level of Exposure to Known Harmful Constituents
in Nicotine & Tobacco Products



- NRT
- E-cigarettes



Electronic Cigarettes in Context: What we know and still need to find out

Evan L. Floyd, PhD**

David Johnson, PhD, PE, CIH*

Theodore Wagener, PhD**

*Department of Occupational and Environmental Health

*Department of Pediatrics, Co-Director OTRC

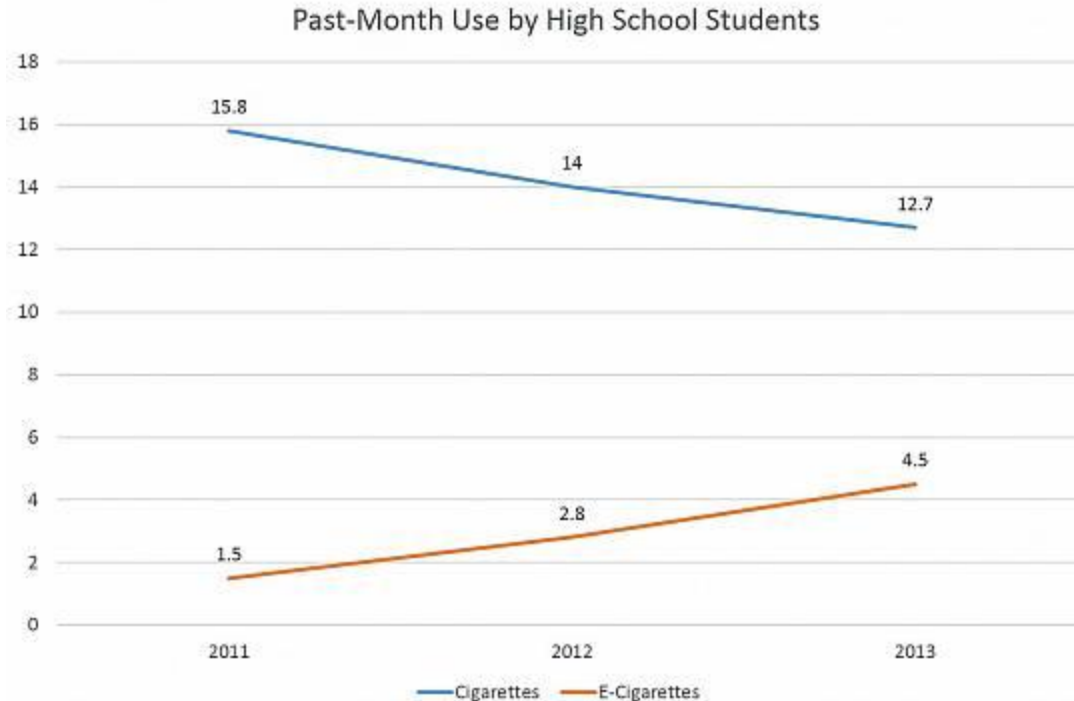
*OUHSC, Oklahoma TSET Research Scholar

No one disputes that e-cigarettes are vastly safer than smoking.

"If there is anyone who believes cigarettes are no more hazardous than e-cigarettes I'd recommend a remedial course in basic sciences." --David Swenor

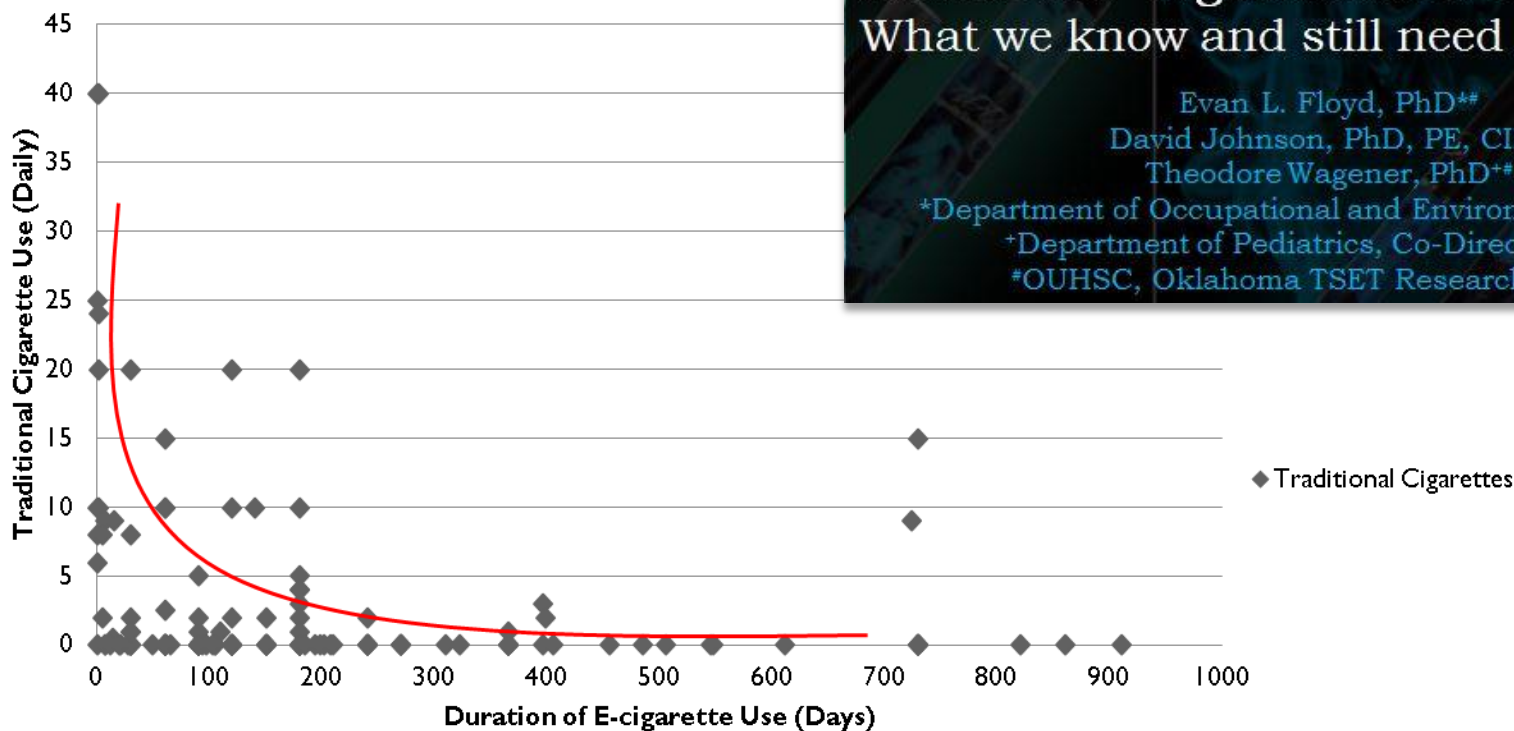
Other Health/Safety Issues?

- **Gateway** – Research is not finding e-cigarettes to be a gateway to smoking, *“It didn’t seem as though it really proved to be a gateway to anything”*
Theodore Wagener, Ph.D, Assistant Professor of General and Community Pediatrics at the University of Oklahoma Health Sciences Center, after surveying 1300 college students.
- CDC: Increased youth experimentation is tied to large DECREASE in smoking



Subjective effects and smoking behavior

- Preliminary data suggests that a majority of vape store customers are exclusive e-cig users (64%). (Lechner...Wagener, *in press*)



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DISRUPTIVE TECHNOLOGY

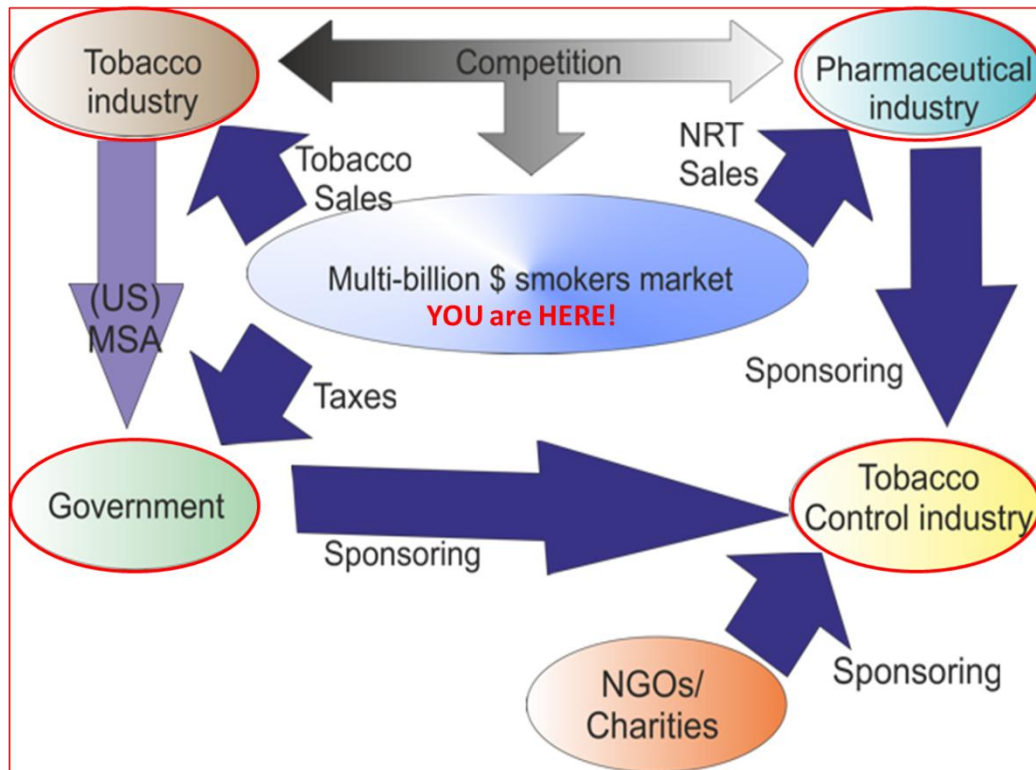
60% Ad-Valorem tax on the sale of each pack of cigarettes.



- **The Tobacco Companies** - obvious role, sell their product, make money, protect themselves from competition
- **The Government** - biggest player in the tobacco market. (2000 received around **\$40 billion annually from tobacco**, against less than **\$9 billion** in profits received by the tobacco industry itself)
- **Pharmaceutical companies** – profit from repeat sales of largely ineffective smoking cessation products. (NRT, Zyban, Chantix) **Partners with public health to push bans and simultaneously promote pharma products.**
- **Tobacco Control** – works closely with pharma and gov. selling policy advice to gov., agitating for taxes, bans which benefit both, (includes NGO's, Charities, and many scientists in universities and in government funded knowledge institutes worldwide.)



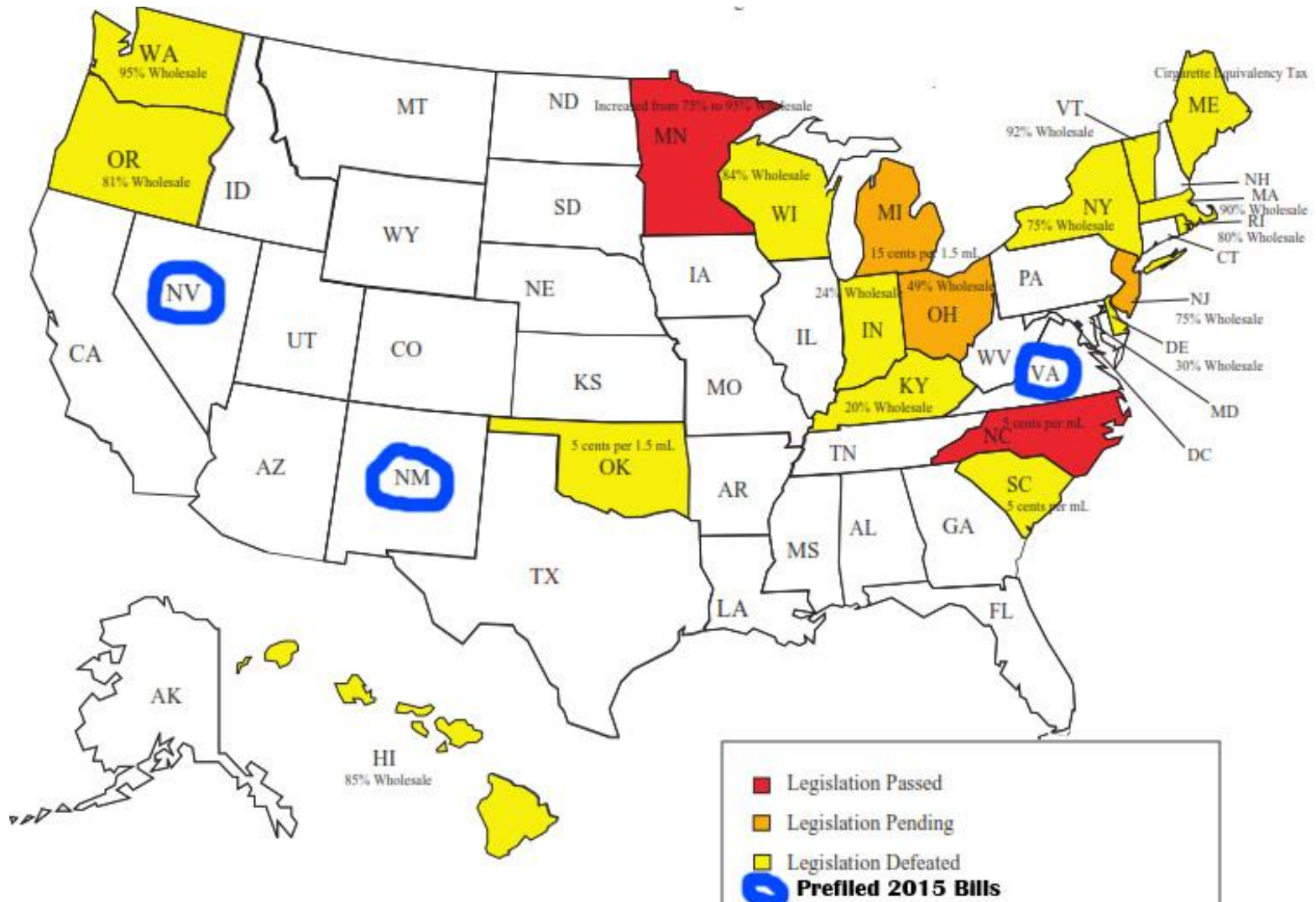
Threatens entire established Tobacco Industry



Vapor Product Users Are Passionate & Active



Attempts to Tax Vapor Products



Taxing Vapor Products – Why It's a Bad Idea

- **Not science-based:** No evidence that states will incur healthcare costs due to vaping
- **Discourages quitting:** Many vapers start not to quit smoking, but to save money. Plus, cost of vaping is frontloaded (\$60+ for a quality product)
- **Bad for businesses:** 5,000+ new small business vape shops all across the U.S.
- **Cross-border sales:** Products widely available on the Internet (good for consumers)
- **Sends the wrong message:** States don't tax the nicotine gum, so why tax a product that is showing itself to be more effective?
- **Tobacco wholesaler system:** Not appropriate for tobacco-free products. Vape stores don't want to purchase their products from those who also sell cigarettes. Also, even a "small" tax adds significant accounting costs to small businesses.

"Taxes should be proportional to harms and should include ... no or minimal tax on e-cigarettes[,] ... and a doubling or tripling of the current tax on all combustible tobacco products."

- Dr. David Abrams, Schroeder Institute for Tobacco Research and Policy Studies at the Legacy Institute



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Questions?