



VAPOR TECHNOLOGY ASSOCIATION

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## **Small & Mid-Sized Business Owners and Smokers Trying to Quit Demand Congress Act to Save Vapor through Viral Social Media Campaign**

**Washington, DC** – Today, the Vapor Technology Association (VTA), advocating on behalf of small, mid-sized and large vapor manufacturers, wholesalers, retailers, and their customers, concluded a viral social media campaign to push Congress to pass legislation to protect the burgeoning vapor industry. In total, more than 665 people and businesses supported a [Thunderclap](#) reaching nearly 900,000 people across the country with the message, **“Vapor is under attack! Join the #WeAreVapor campaign and tell Congress to #SupportColeBishop!”**

“The grassroots response to our message was tremendous,” said **VTA National Legislative Director Tony Abboud**. “Millions of people across the country use vapor devices as a safer alternative to tobacco, and in doing so support small businesses in every state. We want Congress to hear our message and act to support the Cole-Bishop Amendment, legislation that would amend the predicate date and demand that FDA implements battery standards to protect consumers, while continuing to regulate vapor products under the existing Deeming Regulation.”

### **The Cole-Bishop Amendment**

During this year’s mark-up of the Agriculture, Rural Development, Food and Drug Administration bill, the amendment, offered by Representatives Tom Cole (R-OK) and Sanford Bishop (D-GA), passed with bipartisan support. This legislation accomplishes the goal of protecting small businesses and preserving the industry, while implementing commonsense regulations that will protect youth and ensure the safety of consumers. Contrary to many ill-informed reports, the Cole-Bishop Amendment does not alter the FDA’s authority to regulate vapor products or any other newly deemed tobacco products. Moreover, the Cole-Bishop Amendment does what the FDA has failed to do by requiring the FDA to implement battery standards within the next 12 months.



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The Cole-Bishop Amendment will:

Save small and mid-size vapor businesses: By amending the “predicate date” from February 15, 2007 to the effective date of the final deeming regulations, the Cole-Bishop amendment will literally keep thousands of small and mid-size businesses, and their tens of thousands of employees, in business.

Save lives: Vapor products have gained widespread consumer acceptance amongst smokers who have tried unsuccessfully over the years to quit. The Royal College of Physicians just completed a comprehensive review of science and concluded that e-cigarettes are no more than 5% as dangerous as tobacco cigarettes.

Address the issue of product safety: The Cole-Bishop Amendment requires the FDA to implement a rulemaking on product standards for batteries within 12 months.

Protect Youth: The Cole-Bishop Amendment will restrict youth marketing and youth access to vapor products by:

- Limiting newspaper, magazine or other print advertising of vapor products to adult publications.
- Requiring face-to-face sales, thereby banning self-service displays and vending machines, except at age-restricted venues.
- Requiring the FDA to issue labeling regulations within 12 months to include, “Keep Out of Reach of Children,” “Underage Sale Prohibited,” and accurate nicotine content.

Give the federal government the ability to enforce the law: The Cole-Bishop amendment requires retailers to register their establishment, unless the retailer already is required to register under a state law or federal law.

To support our campaign, go to [www.savevapor.org](http://www.savevapor.org) or click here to follow us on [Facebook](#) and [Twitter](#).

*The Vapor Technology Association represents the manufacturers, wholesalers, small business owners and entrepreneurs who have developed innovative and quality vapor products, providing adult consumers with a better alternative to traditional combustible products. VTA and its members are leaders in the vapor community, promoting small businesses and job growth, responsible public policies and regulations, and strong industry standards.*

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