



VAPOR TECHNOLOGY ASSOCIATION

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## **VTA ON 'STATE OF TOBACCO CONTROL' REPORT**

### **ALA POLICIES WOULD ELIMINATE VAPOR AS SMOKING CESSATION TOOL, PAVE THE WAY FOR BIG TOBACCO**

*WASHINGTON, DC* – Today, the Vapor Technology Association (VTA) issued the following statement on the American Lung Association's irresponsible attack on the vapor industry and the Cole-Bishop Amendment, legislation specifically designed to protect children and ensure adult consumers have a safe alternative to tobacco cigarettes.

"To include vapor products in its 'state of tobacco control' report is not only a reckless misuse of terminology – vapor products do not contain tobacco, nor do they deliver the harmful toxins produced by combustible tobacco products – but also irresponsible public policy. In attacking the Cole-Bishop Amendment, bipartisan legislation that protects consumers, ensures the safety of children and implements the strictest industry standards, the ALA is blatantly ignoring the fact that vapor products represent the first game-changing technology in the ongoing campaign to reduce cigarette smoking.

"Ironically, the only beneficiaries of this type of irresponsible public policy are the big tobacco companies that can afford to continue to operate in a post deeming world. By advocating against Cole-Bishop or something like it, the ALA is essentially clearing the way for 'big tobacco' to squash small and midsize vapor companies, take control of the market and eliminate access to vapor products as a harm reduction tool.

"VTA rejects the ALA's categorization of vapor as tobacco. The harm reduction potential of this innovative new product is real, and to ignore the hope that vapor provides thousands of Americans who are looking to quit smoking is irresponsible and wrong. We will continue to work with lawmakers and regulators in Washington and in states across the country who are working to protect consumers while ensuring access to vapor as an alternative to tobacco."

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To learn more about the Vapor Technology Association (VTA), visit [www.vaportechnology.org](http://www.vaportechnology.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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