



VAPOR TECHNOLOGY ASSOCIATION

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VAPOR TECHNOLOGY ASSOCIATION COMMENDS COLE/BISHOP FOR COMMONSENSE, BIPARTISAN LEGISLATION TO PROVIDE ADULT CONSUMERS WITH A SAFER ALTERNATIVE TO TOBACCO

WASHINGTON, DC – Today, the Vapor Technology Association (VTA) issued the following statement in support of bipartisan legislation introduced by Representatives Tom Cole (R-OK) and Sanford Bishop (D-GA) that would modify the predicate date for e-cigarettes and provide much needed regulation of vapor products as the technology that they are rather than the tobacco products that they are not.

“The deeming regulations issued by the FDA represent a one-size-fits-all approach that unfairly categorizes vapor products as tobacco, creating a regulatory regime so onerous that only Big Tobacco will have the resources to survive. In addition to leveling the playing field for small vapor businesses and ensuring that vapor products remain on the shelves as a healthier alternative to tobacco, the FDA Deeming Authority Clarification Act of 2017 will implement responsible regulations that are necessary to protect consumers and keep nicotine out of the hands of children.”

[There is a large and rapidly growing body of scientific studies and analyses](#) that not only prove that the FDA’s plan to regulate vapor products out of existence is misguided, but also support the premise that vaping products represent the most important tobacco harm reduction opportunity of the last decade. [The most recent study, published in the Annals of Internal Medicine](#), conducted and authored by researchers from University College London and King's College, Roswell Park Cancer Institute, and the U.S. Centers for Disease Control and Prevention, found that consuming e-cigarettes is far safer and less toxic than smoking conventional tobacco cigarettes.

“This important study published just last week provides an even stronger justification for Congressional action that promotes the continued development and innovation of e-cigarette and vapor products. Despite an overabundance of distorted and misleading information propagated by some in the public health community, the science is clear – responsibly manufactured vapor products are not only a safer alternative to traditional combustible products, but also provide smokers with a viable path to reducing their tobacco consumption and quitting altogether.”



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Specifically, the FDA Deeming Authority Clarification Act of 2017 would:

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 FDA Deeming Authority Clarification Act of 2017 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’ comprehensive review of the science concluded that e-cigarettes are no more than 5% as dangerous as tobacco cigarettes.

Address the issue of product safety: The FDA Deeming Authority Clarification Act of 2017 requires the FDA to implement their rulemaking on product standards for batteries within 12 months.

Protect Youth: The FDA Deeming Authority Clarification Act of 2017 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 FDA Deeming Authority Clarification Act of 2017 requires retailers to register their establishment, unless the retailer already is required to register under a state law or federal law.

To learn more about the Vapor Technology Association (VTA), visit 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.