



VAPOR TECHNOLOGY ASSOCIATION

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## **VTA RESPONDS TO ‘ONE SIZE FITS ALL’ TOBACCO REGULATION**

### ***NEW REGULATIONS WILL HARM PUBLIC HEALTH, DEVASTATE SMALL VAPOR TECHNOLOGY BUSINESSES***

WASHINGTON, DC – Today, the Vapor Technology Association (VTA) responded to the Food and Drug Administration’s (FDA) one-size-fits-all approach to the regulation of tobacco products in the United States. Vapor products represent the first game-changing technology in the ongoing campaign to reduce cigarette smoking and have been driving down the combustible tobacco use. Now, the FDA’s U.S. regulatory policy will only serve to eliminate products that have high acceptance among adult cigarette smokers, and ultimately harm the broader public health goal of deterring tobacco use.

“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,” said Tony Abboud, VTA’s National Legislative Director. “Today’s action by the FDA will do nothing to improve our nations’ public health objectives. To the contrary, today’s action will yank responsibly manufactured vapor products from the hands of adult smokers and replace them with the tobacco cigarettes they had been trying to give up.”

“Moreover, by simply dumping vapor technology products into an already antiquated federal regulatory scheme, the FDA will, in one stroke, kill almost a decade of innovation in the vapor technology industry and, at the same time, kill the many thousands of small and mid-size businesses in communities across this country who have invested in establishing retail stores and developing new technologies that sit outside of the influence of Big Tobacco. If enforced, the unreasonable and excessive regulations proposed by the FDA will only serve to put these innovators out of business, their employees out of work, and hand deliver a monopoly on vapor products to Big Tobacco,” added Abboud.

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VTA and its members are developing strict industry standards and responsible regulations that protect children and ensure the safety and integrity of vapor products used by adult consumers. The FDA has spent almost two years and taken hundreds of thousands of comments on their proposed regulation, only to ignore those comments and the rapidly growing body of research supporting the hope of vapor products. During this entire time, while the FDA has been falling behind the rest of the world in the development of product standards, VTA and its members have been working with the international community, including the International Organization for Standardization and the European Committee for Standardization (CEN), to establish product and business standards to guide the vapor industry in the USA.

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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