



VAPOR TECHNOLOGY ASSOCIATION

For Immediate Release
July 19, 2017

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SMALL BUSINESS OWNERS FROM ACROSS THE U.S. TRAVEL TO CAPITOL HILL TO FIGHT FOR VAPOR

WASHINGTON, DC – Today, members of the Vapor Technology Association (VTA) traveled to Capitol Hill from all over the United States to send a clear message to members of the House and Senate: utilize any available options you have to halt or dramatically delay the FDA's May 2016 Final "Deeming" Rule, and implement the bipartisan "FDA Deeming Authority Clarification Act of 2017" (HR1136), or risk shuttering thousands of small vapor businesses across the country. The rule, which has been hastily implemented, does nothing to address product standards or consumer safety issues, and is so overly burdensome that it is tantamount to a ban on these new and innovative vapor products.

"Vapor products represent the first real game-changing technology in the ongoing campaign to reduce cigarette smoking and smoking-related disease. However, the FDA's current one-size-fits-all regulatory approach will remove nearly all vapor products from the market in short order by pulling these non-tobacco products into their regulatory jurisdiction as defined by the 2009 Tobacco Control Act," said Tony Abboud, VTA's Executive Director. "Hundreds of our members have traveled to Washington this week to send a clear message: provide relief from the FDA's misguided Deeming Rule or risk shuttering the industry altogether."

Manufacturers, wholesalers, small business owners and entrepreneurs will meet with lawmakers on both sides of the aisle to tell their stories and ask for support for bi-partisan language authored by Representatives Tom Cole and Sanford Bishop that was recently included in the Agriculture, Rural Development, Food and Drug Administration bill. The Cole-Bishop Appropriations Amendment would provide much-needed regulation of vapor products as the new technology that they are rather than the tobacco products that they are not. Currently, the FDA's one-size-fits-all regulatory policy will only serve to eliminate vapor products from the market, ultimately harming the broader public health goal of deterring tobacco use and shuttering thousands of small businesses across the United States.

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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.

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