



## HR 2339: Pallone-Shalala E-Cigarette and Flavor Ban Will Undermine Public Health and the U.S. Economy

- Youth vaping is being aggressively addressed!
  - ✓ In December 2019, the President [signed the bi-partisan bill](#) banning the sale of tobacco products – including e-cigarettes – to buyers under age 21.
  - ✓ Also, the FDA has now banned the sale of all flavored e-cigarette products sold in cartridges and pods, citing the close connection with youth use.
- HR 2339 will only hurt adults who are relying on vapor products to quit smoking deadly cigarettes.
  - ✓ HR 2339 will drive 10-13 million adult smokers to the black market or back to traditional cigarettes – the [leading cause of preventable death](#) in the U.S.
  - ✓ Public Health Experts agree. In today's OpEd in the [Columbus Dispatch](#), the Dean of the Ohio State University's College of Public Health warns against flavor bans: "We are concerned about across-the-board measures to restrict flavors in vape products. We have evidence that smokers who vape nicotine with flavors are two to three times more likely to quit smoking. It is critically important to find a vape that is satisfying enough to help a smoker move completely away from cigarettes."
  - ✓ A February 2019 **New England Journal of Medicine** study, "A Randomized Trial of E-Cigarettes versus Nicotine-Replacement Therapy" concluded "**that e-cigarettes were nearly twice as effective as conventional nicotine replacement products, like patches and gum, for quitting smoking.**" [New York Times](#)
  - ✓ According to the [CDC](#): "Although **African Americans** usually smoke fewer cigarettes and start smoking cigarettes at an older age, they **are more likely to die from smoking-related diseases than whites.**"
- America's vapor products industry is an [important part of the American economy](#), driving 166,000 jobs, \$7.9 billion in wages and benefits, and \$24.5 billion in economic activity.
- According to experts, HR 2339's [ban on all flavored vapor products](#) will decimate the vapor products value chain, resulting in the *loss of over*:
  - ✓ 150,000 jobs;
  - ✓ \$22 billion in economic activity; and
  - ✓ 13,000 small businesses.
- HR 2339 will only benefit Big Tobacco. ["Rep. Pallone's Anti-Vaping Bill is Just a Win for Cigarettes"](#)

*The Vapor Technology Association is the leading U.S. non-profit industry trade association whose 1,000 members are dedicated to innovating and selling high quality vapor products that provide adult consumers with a better alternative to traditional combustible cigarettes. VTA represents the industry-leading manufacturers of vapor devices, e-liquids, flavorings, and components, as well as the largest wholesalers, distributors, importers, and e-commerce retailers, in addition to hundreds of hardworking American brick-and-mortar retail store owners throughout the United States.*