

New Products

Same Tobacco Industry Tactics



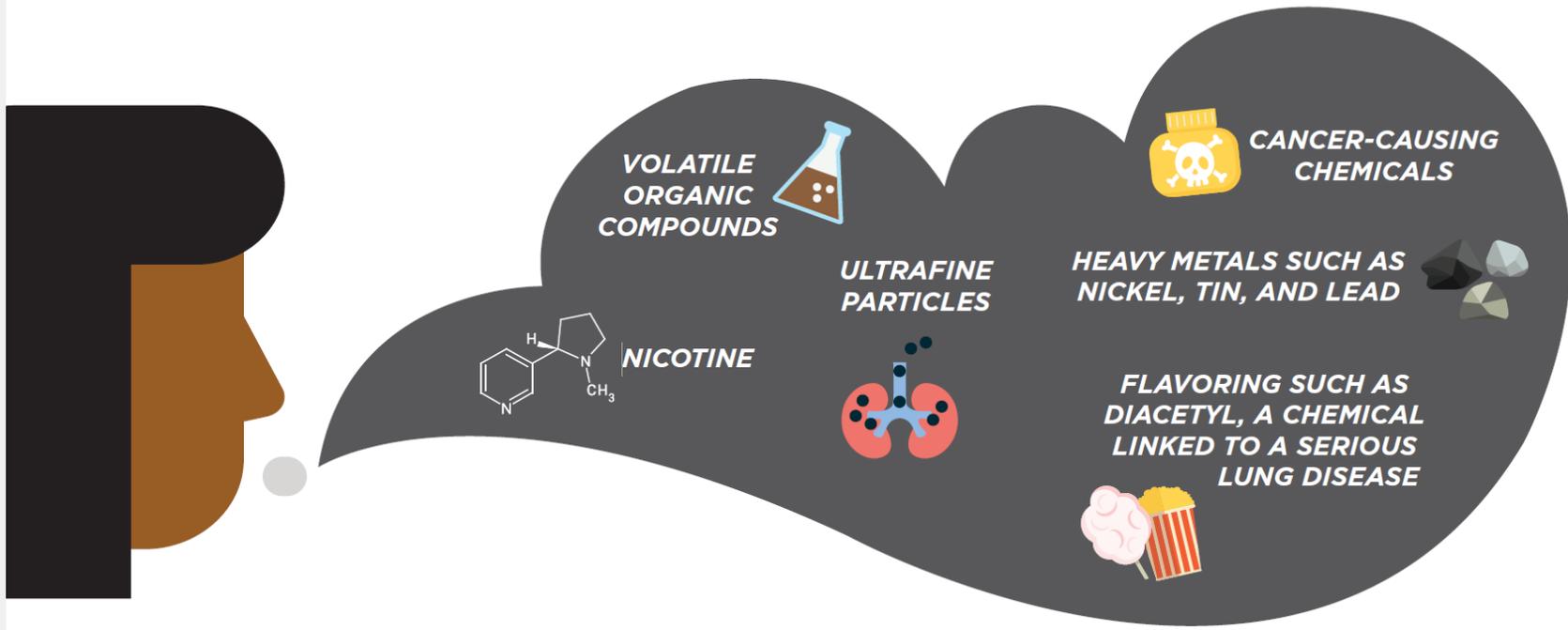
Electronic Cigarettes

- Current use of electronic cigarettes increased among middle and high school students from 2011 to 2016.^{4,5}
 - About 4 of every 100 middle school students (4.3%) reported in 2016 that they used electronic cigarettes in the past 30 days—an increase from 0.6% in 2011.
 - About 11 of every 100 high school students (11.3%) reported in 2016 that they used electronic cigarettes in the past 30 days—an increase from 1.5% in 2011.

What are e-cigarettes?

- E-cigarettes are known by many different names. They are sometimes called “e-cigs,” “e-hookahs,” “mods,” “vape pens,” “vapes,” “tank systems,” and “electronic nicotine delivery systems.”
- Some e-cigarettes are made to look like regular cigarettes, cigars, or pipes. Some resemble pens, USB sticks, and other everyday items.
- E-cigarettes produce an aerosol by heating a liquid that usually contains nicotine, flavorings, and other chemicals that help make the aerosol. Users inhale this aerosol into their lungs. Bystanders can also breathe in this aerosol when the user exhales into the air.
- E-cigarettes can be used to deliver marijuana and other drugs.

THE E-CIGARETTE AEROSOL THAT USERS BREATHE FROM THE DEVICE AND EXHALE CAN CONTAIN HARMFUL AND POTENTIALLY HARMFUL SUBSTANCES:



ARE E-CIGARETTES LESS HARMFUL THAN REGULAR CIGARETTES?



VS



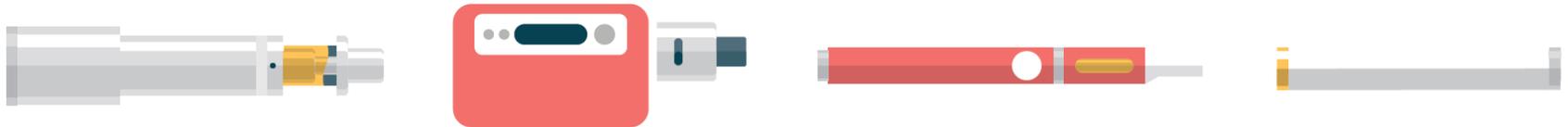
YES, but that doesn't mean e-cigarettes are safe.

E-cigarette aerosol generally contains fewer toxic chemicals than the deadly mix of 7,000 chemicals in smoke from regular cigarettes. However, e-cigarette aerosol is not harmless. It can contain harmful and potentially harmful substances, including nicotine, heavy metals like lead, volatile organic compounds, and cancer-causing agents.

What we know

- Nicotine is highly addictive
- Nicotine can harm adolescent brain development, which continues into the early to mid-20s.
- Besides nicotine, e-cigarette aerosol can contain substances that harm the body. This includes cancer-causing chemicals and tiny particles that reach deep into lungs.

CAN E-CIGARETTES HELP ADULTS QUIT SMOKING CIGARETTES?



E-CIGARETTES ARE NOT CURRENTLY APPROVED BY THE FDA AS A QUIT SMOKING AID.

The U.S. Preventive Services Task Force, a group of health experts that makes recommendations about preventive health care, concluded that the evidence is insufficient to recommend e-cigarettes for smoking cessation in adults, including pregnant women.



Starter Kit

The Starter Kit includes:

- Rechargeable JUUL device
- USB Charger
- Four JUULpods (Virginia Tobacco, Cool Mint, Fruit Medley, and Creme Brulee)
- One year limited device warranty



Simple

Easy to use. No buttons or switches.
Just insert the pod to get started.

Clean

How does JUUL work?

- JUUL devices heat up a cartridge containing oils to create vapor, which quickly dissolves into the air. The device is small enough to fit in a closed fist and has a sleek, tech-inspired design that resembles a USB flash drive.
- While its manufacturer says that JUUL is only for adults, it comes in flavors — including mint, mango and crème brulee — which are proven to appeal to young people and facilitate initiation of tobacco product use.



JUULpods \$15.99

Each pack contains 4 pods

There is a limit of 15 pod packs per customer per month. The limit resets the 1st of every month.

Mango
[LEARN MORE](#)



- 0 +

ADD TO CART

Cool Mint
[LEARN MORE](#)



- 0 +

ADD TO CART

Virginia Tobacco
[LEARN MORE](#)



- 0 +

ADD TO CART

*Limited Edition
Cool Cucumber
[LEARN MORE](#)



- 0 +

ADD TO CART

*Limited Edition
Classic Menthol
[LEARN MORE](#)

Fruit Medley
[LEARN MORE](#)

Creme Brulee
[LEARN MORE](#)

*Limited Edition
Classic Tobacco
[LEARN MORE](#)



Does JUUL contain nicotine?

- Yes. In fact, a single JUUL cartridge is roughly equal to a pack of cigarettes, or 200 cigarette puffs, [according to the product website](#). Nicotine is an addictive chemical, and evidence suggests that [nicotine use during adolescence and young adulthood has long-term impacts on brain development](#).

Is JUUL safer than smoking cigarettes?

- While e-cigarettes are less toxic than combustible tobacco products — still the leading cause of preventable disease and death in the country — there is a catch. Using e-cigarettes has been shown to increase the likelihood of smoking cigarettes among young people.
- A new consensus report by the National Academies of Sciences, Engineering and Medicine, *Public Health Consequence of E-Cigarettes*, states that there is substantial evidence that [e-cigarette use increases risk of ever using combustible tobacco cigarettes among youth and young adults](#). A December 2017 [study by the University of Pittsburgh Schools of the Health Sciences](#), published in the *American Journal of Medicine*, found that [young adults who use e-cigarettes are more than four times as likely to begin smoking tobacco cigarettes within 18 months as their peers who do not “vape.”](#)

OUR TOBACCO HEATING SYSTEM

IQOS

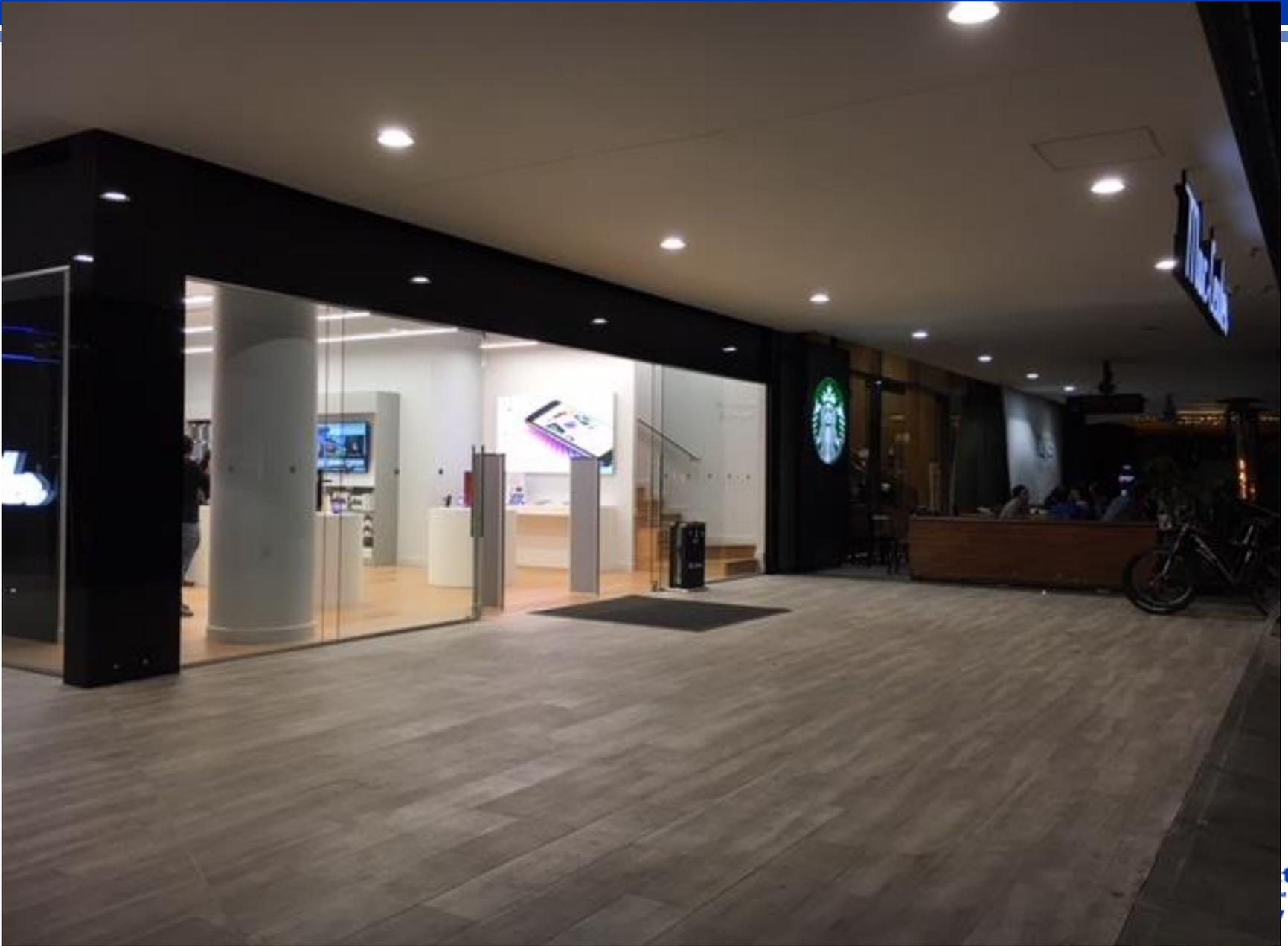
[HOME](#) > [Smoke-Free Products](#) > [IQOS](#)

Tobacco Meets **Technology**

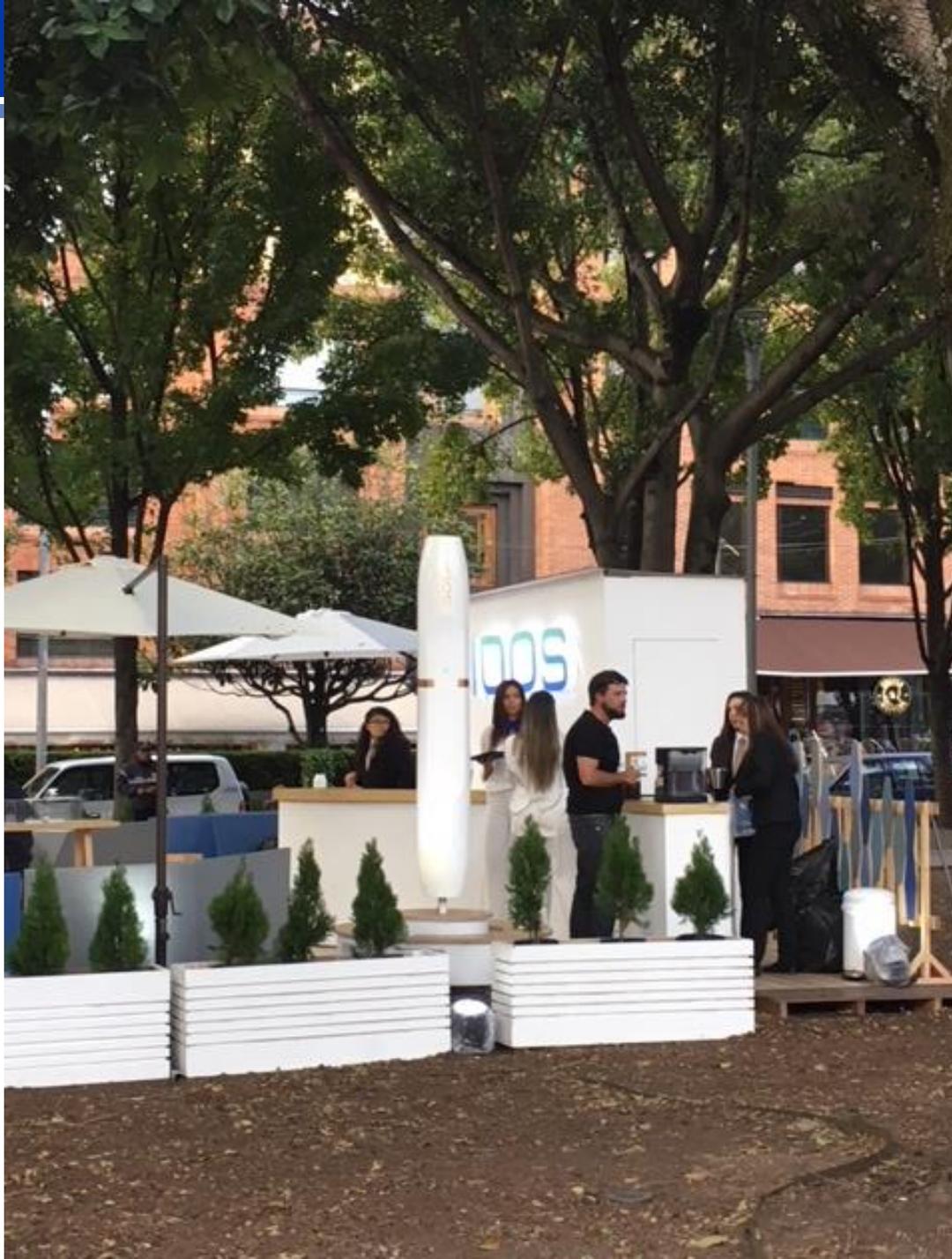
While the idea of heating tobacco (instead of burning it) has been around for more than two decades, it's only now that we have managed to find a way to heat tobacco that results in a product that is satisfying to adult smokers. Around five million consumers have already chosen to switch from cigarettes to this product: our tobacco heating system *IQOS*.

At the heart of *IQOS* are **sophisticated electronics** that heat specially designed heated tobacco units. *IQOS* heats the tobacco just enough to release a flavorful nicotine-











FDA Modified Risk Tobacco Product

The screenshot shows the top of the FDA website. On the left is the FDA logo and the text "U.S. FOOD & DRUG ADMINISTRATION". On the right, there are links for "A to Z Index", "Follow FDA", and "En Español", along with a search bar labeled "Search FDA". Below this is a horizontal navigation menu with buttons for "Home", "Food", "Drugs", "Medical Devices", "Radiation-Emitting Products", "Vaccines, Blood & Biologics", "Animal & Veterinary", "Cosmetics", and "Tobacco Products".

Tobacco Products

[en Español](#)

Home > Tobacco Products > Products, Guidance & Regulations > Advertising & Promotion

Advertising & Promotion

Modified Risk Tobacco Products

Philip Morris Products S.A. Modified Risk Tobacco Product (MRTP) Applications

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To Comment on the Philip Morris Products S.A. MRTP Applications

You may [submit comments including data, research, and other related information](#) to docket FDA-2017-D-3001.

On November 21, FDA issued a notice in the Federal Register [extending the comment period](#) for the Philip Morris Products S.A. MRTP applications. Once all documents from these MRTP applications, including amendments, are posted, FDA intends to issue another notice in the Federal Register announcing when the comment period will close, which will be at least 30 days from the date the last application documents are posted.

- [Clarification: No Deadline Set for Public Comments on Philip Morris Products S.A. MRTP Applications](#)

The FDA filed for scientific review three [Modified Risk Tobacco Product \(MRTP\) Applications](#) from Philip Morris Products S.A. (PMP S.A.) for its IQOS system and three types of HeatStick products on May 24, 2017.

Due to the large size of these applications, FDA is posting the application documents in installments on a rolling basis as they are redacted in accordance with applicable laws. FDA completed posting the originally submitted applications on November 28, 2017. The following modules are currently publicly available:

Originally Submitted Applications:

- [Executive Summary](#)
- [Module 1: Cover Letters](#)



FDA Modified Risk Tobacco Product

The screenshot shows the FDA website's 'Tobacco Products' section. The header includes the U.S. Department of Health and Human Services logo, the FDA logo, and the text 'U.S. FOOD & DRUG ADMINISTRATION'. A search bar is present with the text 'Search FDA'. Below the header is a navigation menu with categories: Home, Food, Drugs, Medical Devices, Radiation-Emitting Products, Vaccines, Blood & Biologics, Animal & Veterinary, Cosmetics, and Tobacco Products. The 'Tobacco Products' category is selected, and there is a link for 'en Español'. The breadcrumb trail reads: Home > Tobacco Products > Products, Guidance & Regulations > Advertising & Promotion. A sidebar on the left has 'Advertising & Promotion' selected, with a sub-link for 'Modified Risk Tobacco Products'. The main heading is 'R.J. Reynolds Tobacco Company Modified Risk Tobacco Product (MRTP) Applications'. Below the heading are social media sharing buttons for Facebook, Twitter, LinkedIn, Pinterest, Email, and Print. A light blue box contains the text: 'To Comment on the R.J. Reynolds Tobacco Company MRTP Applications. Beginning on December 19, 2017, you may submit comments including data, research, and other related information to docket FDA-2017-N-4678. There is currently a 180-day public comment period, which we plan to extend, if necessary, to provide additional time for comment as further materials are received and posted.' Below this box, the text states: 'On December 18, 2017, FDA filed for substantive scientific review six Modified Risk Tobacco Product (MRTP) Applications from R.J. Reynolds Tobacco Company for the following smokeless tobacco products:'. A bulleted list follows: Camel Snus Frost, Camel Snus Frost Large, Camel Snus Mellow, Camel Snus Mint, Camel Snus Robust, and Camel Snus Winterchill. At the bottom, it says: 'The following application materials have been redacted in accordance with applicable laws:'. In the bottom right corner, there is a logo for the Cancer Action Network, featuring a stylized building and the text 'Cancer Action Network' and 'American Cancer Society'.

U.S. Department of Health and Human Services

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Advertising & Promotion

Modified Risk Tobacco Products

R.J. Reynolds Tobacco Company Modified Risk Tobacco Product (MRTP) Applications

SHARE TWEET LINKEDIN PIN IT EMAIL PRINT

To Comment on the R.J. Reynolds Tobacco Company MRTP Applications

Beginning on December 19, 2017, you may submit comments including data, research, and other related information to docket FDA-2017-N-4678.

There is currently a 180-day public comment period, which we plan to extend, if necessary, to provide additional time for comment as further materials are received and posted.

On December 18, 2017, FDA filed for substantive scientific review six Modified Risk Tobacco Product (MRTP) Applications from R.J. Reynolds Tobacco Company for the following smokeless tobacco products:

- Camel Snus Frost
- Camel Snus Frost Large
- Camel Snus Mellow
- Camel Snus Mint
- Camel Snus Robust
- Camel Snus Winterchill

The following application materials have been redacted in accordance with applicable laws:

 Cancer Action Network™
American Cancer Society®

Hookahs

- From 2011 to 2016, current use of hookahs increased among middle and high school students.^{4,5}
- 2 of every 100 middle school students (2.0%) reported in 2016 that they had used hookah in the past 30 days—an increase from 1.0% in 2011.
- Nearly 5 of every 100 high school students (4.8%) reported in 2016 that they had used hookah in the past 30 days—an increase from 4.1% in 2011.



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item - \$0.00



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REFILL CARTRIDGES

DISPOSABLE E-CIGS

CHARGERS & ADAPTERS

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HOOKAH STIX® - DISPOSABLE E-CIG

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Availability: [In stock](#)

~~\$40.95~~ **\$7.95**

- 0.6% Nicotine by Volume
- Disposable & Easy to Use
- Great Hookah Flavors
- Lasts up to 600 Puffs
- Soft Tip Filter Mouthpiece
- Cool Dual LED Lights
- Manual Push Button Operation
- Diamond Like Jewel Cut LED Tip



* FLAVOR: * Required Fields

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~~\$40.95~~ **\$7.95**

SALE OFF PRODUCTS



Hookah Stix® - Disposab
~~\$40.95~~ **\$7.95**

MY CART

You have no items in your shopping cart.





Is Hookah Safer than Cigarette Smoking?

- Water pipe smoking delivers nicotine—the same highly addictive drug found in other tobacco products.
- The tobacco in hookahs is exposed to high heat from burning charcoal, and the smoke is at least as toxic as cigarette smoke.
- Because of the way a hookah is used, smokers may absorb more of the toxic substances also found in cigarette smoke than cigarette smokers do.
 - An hour-long hookah smoking session involves 200 puffs, while smoking an average cigarette involves 20 puffs.
 - The amount of smoke inhaled during a typical hookah session is about 90,000 milliliters (ml), compared with 500–600 ml inhaled when smoking a cigarette.
- Hookah smokers may be at risk for some of the same diseases as cigarette smokers. These include:
 - Oral cancer, lung cancer, stomach cancer, cancer of the esophagus, reduced lung function, decreased fertility

 <p>SMOK STICK V0 ON SALE \$24</p>	 <p>SMOK AL65 KIT ON SALE \$36</p>	 <p>SMOK G150 KIT ON SALE \$40</p>	 <p>SMOK PRIV V0 KIT ON SALE \$23.50</p>
 <p>SMOK MAG KIT - NEW ARRIVAL ON SALE \$49.95</p>	 <p>SMOK S PRIV KIT - NEW ARRIVAL ON SALE \$44.99</p>	 <p>SMOK STICK X0 ON SALE \$26.99</p>	
 <p>SMOK VENENO KIT - NEW ARRIVAL ON SALE \$45.99</p>	 <p>SOORIN AIR KIT ON SALE \$13.50</p>	 <p>SOORIN DROP KIT ON SALE \$18.50</p>	
 <p>SMOK PROCOLOR KIT ON SALE \$47</p>	 <p>WISMEC REWLOK RX GEN3 ON SALE \$47</p>	 <p>YOCAN NIVE KIT ON SALE \$8.99</p>	 <p>YOCAN MAGNETO ON SALE \$15.50</p>
 <p>YOCAN EVOLVE PLUS RL KIT ON SALE \$14.99</p>	 <p>YOCAN TOUCH ON SALE \$18.95</p>	 <p>YOCAN EVOLVE ON SALE \$6.50</p>	 <p>YOCAN EVOLVE-D PLUS ON SALE \$11.50</p>
 <p>YOCAN EVOLVE PLUS ON SALE \$11.50</p>	 <p>KANGER R-PM MINI 6K0 ON SALE \$14.50</p>	 <p>ASPIRE BREEZE ON SALE \$15.99</p>	 <p>ASPIRE K2 ON SALE \$20.50</p>
 <p>ASPIRE K3 ON SALE \$22.50</p>	 <p>YOCAN PANDOR QOAO WAX PEN ON SALE \$13.50</p>		

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HIGH HEMP WRAPS
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KUSH HEMP WRAPS
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TWISTED HEMP WRAPS
ON SALE \$7.39

HEMP ZONE WRAPS
ON SALE \$8.95

XXL BLUNT WRAPS - NEW ARRIVAL - STRAWBERRY LEMONADE
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GRABBA LEAF SMALL / LARGE
ON SALE \$24.99

KONG HEMP WRAPS
ON SALE \$8.50

DOG EAR PAPERS
ON SALE \$15.99

TIG-ZAG PAPERS
ON SALE \$28.99

OCB PAPERS 1 1/4
ON SALE \$16.99

OCB PAPERS ORGANIC 1 1/4
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RAW CONES 1 1/4
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RAW 12
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ROOR
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\$17.75 per Display
SAVE \$1.80



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HIGH HEMP
ORGANIC WRAPS
PRODUCT OF AMSTERDAM



#RP320GP
Grape Ape



#RP320LD
Hydro
Lemonade



#RP320MG
Maui Mango



#RP320HN
Honey Pot
Swirl

SALE
\$19.95

CORA ELIQUID / THICK OIL VAPORIZER BY VAPE DYNAMICS

Sleek, powerful, and vapor e-liquids and thick oils. 300 mAh battery, 1ml, 1.4ohm/ thick oil tank, 1.4ohm ceramic coil and easy-to-load magnetic cartridges.



\$22.25ea
SAVE \$2.30

- #V404BK Black
- #V404GM Gun Metal
- #V404SI Silver



SALE
\$6.95

(2) 1.4ohm magnetic e-cig tank cartridges designed to work with the ultra sleek Cora Vaporizer (V404BK) for thick oils and e-liquids.



#SA1816
2pc Box Cora Vaporizer Pods + 1.4ohm magnetic e-cig tank cartridges
\$7.75per Set SAVE \$0.80

SALE
\$21.50

THE BO VAPING eCIG STARTER KIT

The Bo Vaping eCig Starter Kit w/ 2 Pods stands 10 cm and features a fast 15 min. charge time, powerful 800 mAh battery, airflow control, and sleek, soft-touch design. Works with Bo Cap flavored pods (EC438).



#EC437KIT
Bo Vaping eCig Starter Kit w/ 2 Pods
\$23.95ea SAVE \$2.45

3PC BOX BO CAPS - 3.5% NICOTINE

Bo Cap pods are leak proof, economical, and user friendly! Contains no diacetyl, ambrox or acetyl propionyl.



SALE
\$9.95

- #EC438KI KiwiBerry
- #EC438MG Mango
- #EC438MT Mint
- #EC438TO Cut Tobacco

\$11.25ea
SAVE \$1.30

SALE
\$18.25

SUORIN AIR ULTRA PORTABLE STARTER KIT

400mah battery, 1.2ohm snap-on coil/tank, easy fill design, reusable cartridge, draw activated firing, 2ml eliquid capacity, can be used with salt based eliquids or regular eliquids.



\$20.25ea
SAVE \$2.00

- #EC483BK Black
- #EC483BL Blue
- #EC483GD Gold
- #EC483GM Gunmetal
- #EC483RD Red
- #EC483RS Rose Gold
- #EC483SI Silver

SALE
\$3.25



2ml capacity, 1.2ohm resistance, refillable pod system, Mouth to lung vaping
#EC484
Suorin AIR Ultra Portable Replacement Coil
\$3.75ea SAVE \$0.50

SALE
\$25.25

SUORIN DROP eCIG STARTER KIT

Draw activated firing, 2ml capacity, 1.3 to 1.4ohm atomizer resistance, 310mah built-in battery, Refillable pod system, ultra portable tear drop shape, can be used with salt based eliquids or regular eliquids.



\$28.25ea SAVE \$3.00

- #EC485BK Black
- #EC485BL Blue
- #EC485GM Gun Metal
- #EC485RD Red
- #EC485YW Yellow

- 310mAh battery
- 1.3 to 1.4 Ω atomizer resistance
- Easy fill design
- Reusable cartridge
- Nic Salt compatible

#EC486
Suorin DROP eCig Replacement Coil
\$4.25ea SALE \$3.75



Industry Advocacy

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CALLS TO ACTION



CASAA Calls To Action are the most effective and efficient way for consumers to become active in protecting their rights to access and use smoke-free tobacco alternatives. Each Call To Action has been researched for the key issues and a template has been created to help consumers communicate the appropriate information to the legislators or regulators involved. Protect the right to buy and use the products that enable your freedom.

Click [HERE](#) for an interactive state map.

[CT – Stop Tobacco AND Vapor 21](#)

5 days ago



(Update – 04.12.18) SB 164, which would raise the minimum legal purchase age from 18 to 21 for ALL tobacco and vapor products, was voted out of the Committee on Public Health with a favorable recommendation. The vote was 22

SOCIAL



CALLS TO ACTION

- [CT – Stop Tobacco AND Vapor 21](#)
- [Akron, OH – Stop Tobacco and Vapor 21!](#)
- [FL – Stop an Anti-Vaping amendment in the state's constitution!](#)
- [VT – Help stop a tax on vaping!](#)
- [NY – Keep Vapor Taxes OUT of the State's Budget!](#)

NEWS & INFORMATION

- [CASAA Newsletter – April 2018](#)
3 days ago
- [Tobacco Harm Reduction Expert Fact Checks UCSF "Gateway" study](#)



100%

KEY ISSUES

In an ideal world this website wouldn't exist and consumers could freely exercise their right to choose. Sadly, that's not the case. Here we join together to speak out and protect your rights. These are the issues we're tracking right now:

TAXES

Tobacco products are some of the most highly regulated and taxed products in the United States. Though excise taxes on cigarettes are already high, states and localities often look to these products as a vehicle to generate additional revenue, usually to fund a program unrelated to tobacco issues. Since only tobacco consumers pay, elected officials believe they can increase taxes and revenue without large public backlash.

Cigarettes: Taxed by the pack, cigarettes are the highest taxed tobacco products and the highest taxed products in the nation. Yet legislators view increasing taxes on adult smokers as an easy way to exponentially increase government revenue.

Moist Snuff: Moist snuff tobacco products are taxed either by weight/unit or by a percent of the price. Legislators increase taxes on these products to increase revenue on the backs of a very small percent of their constituents.

Vapor: Vapor products, or e-cigarettes, are relatively new and gaining popularity. A growing body of scientific evidence indicates that these products may be less harmful than cigarettes. Yet legislators want to treat them the same as cigarettes and tax them either as a percent of the price or by milliliter of liquid – making adult smokers less likely to switch.



take action

Governments around the country—federal, state, and local—are targeting adult tobacco consumers, retailers, and wholesalers with excessive taxation and unfair policies and regulations. Help us fight for fair tobacco policies. Take action today!

get started



take action	tips & tools	issues
<p>in your state</p> <p>Is your state considering legislation that will affect you? To get updates on issues and legislation, join Tobacco Issues today!</p> <p>■ = Tobacco Issue Pending</p>		<p>Sign Up For Email Alerts</p> <p>latest alerts</p> <p>With your help, we can fight excessive tobacco excise taxes and unfair tobacco related policies on the federal, state and local levels. Take a look below for our most recent alerts, and take action today!</p> <p>Help Stop Minneapolis Politicians from Increasing the Legal Age</p> <p>The Minneapolis City Council is considering a new proposal to increase the legal age of...</p> <p>Take Action</p> <p>Don't let Connecticut Politicians hurt your Bottom Line!</p> <p>The Connecticut General Assembly is considering a new proposal to increase the legal age of purchase for tobacco products...</p>



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ADVOCACY

SFATA is heavily focused on defending the industry's ability to remain profitable in the U.S. marketplace. As a national trade association, we represent and advocate on behalf of our member companies at the federal level as our core mission. But, we will also engage at the state and local levels. Because things are moving quickly and the stakes are high, we take this responsibility very seriously.

SFATA retains a highly experienced federal lobbyist and our Executive Director is a former lawmaker. Together, they work to get reasonable regulations for this industry by meeting with Congressmen, staff, and federal agency decision makers, as well as participating in several coalition efforts with other stakeholders in the vapor products industry.

In order to keep our members well informed, our federal lobbyist communicates directly to all SFATA members in a weekly federal update. And, our Executive Director regularly alerts members when a specific activity on their part will be most useful to the work they are doing in Washington, DC. We realize our members can't always be on the ground in our nation's capital city, so we keep their voice heard before policy makers, make sure they are aware of what is going on, and bring them directly into the action when needed.

In some of the 50 states, SFATA also retains lobbyists to advocate for our members at the state level. As a former state senator and government affairs professional, our Executive Director keeps our lobbyists well trained, in compliance with all state ethics laws, and informed about the ever-changing environment in which our industry must operate. While our organization's mission is national, we do provide top-rate lobbyist management services at no additional cost in states where our members locally exhibit a commitment to funding this additional representation.



We know what works

- Raise the cigarette tax by \$1.50 per pack with equivalent increase on other tobacco products
- Fully fund tobacco control – CDC Recommends \$30.1 million annually
 - Include counter-marketing
- Close loopholes in Smoke-free Air Act
 - Protect casino workers
 - Include electronic smoking products
- Repeal Preemption
 - Tobacco 21, Flavors, Other point of sale regulations



Q&A

