

VAPING AWARENESS PUBLIC EDUCATION SOCIETY

SPEARHEADING THE FIGHT TO BREAK CIGARETTE ADDICTION



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Written Testimony Regarding **SENATE BILL 0987** **IN OPPOSITION**

Esteemed members of the Finance Committee, and online guests...

My name is Scott Webber and I am the founder of the Vaping Awareness Public Education Society, a non-profit public health research organization dedicated to reducing cigarette smoking and the resultant cost in both dollars and lives.

I come before you today in opposition to SB0987 because I don't think the MD legislature should pass bills that are going to contribute to the death of thousands of Marylanders, while costing Maryland taxpayers tens of millions of dollars to effect their demise.

Issues NOT Specific To SB0987 [Obligatory Annual Reminder]

Again... 'vaping devices' are NOT 'Smoking Devices' because there is NO SMOKE! As is almost universally known, 'smoke' is the produce of combustion. Vaping devices do not produce combustion. Vaping devices do not produce smoke. Defining a 'vaping device' an 'Electronic Smoking Device' is as logical, and accurate as calling a Tesla a 'Gasoline Powered Electronic Vehicle'. Defining vaping 'clouds' as 'smoke', when there is NO SMOKE, is just pure false. Such mis-defining is the product of either extreme lack of knowledge [Teslas are NOT powered by gasoline] or deliberate deceit because the definer has a specific reason for wanting to define the Tesla as a 'gasoline powered' device, in complete defiance of observable and obvious 'truth' to the contrary. Neither is acceptable.

The Maryland legislature should strive to be both truthful and accurate in the formation of the laws of the land. Definitions should conform to the meanings and understandings of populace upon which they apply. If it is not 'tobacco', it should not be called 'tobacco'. If it is not 'smoke', it should not be called 'smoke'. Deliberately, or intentionally defining, or even inferring the meaning, of anything that is known to be demonstrably false, is simply bad public policy, bad governance, and bad law.

Issues Specific To SB0987

SB0987 is unashamedly just another version of the 'copy/paste/adjust' of the same legislation coming from Big Tobacco and Big Pharma lobbyists with the clear and direct intent to eliminate small business competition, and renew their monopoly hold in the nicotine delivery business. Nearly identical copycat legislation has been filed in Florida, Nebraska, Indiana, Virginia, and others this year, in a coordinated campaign.

SB0987 appears to misapply the legality of FDA rulings. The FDA process does not automatically deny every product, unless 'approved'. Homeopathic medicines, vitamins, herbal medicines, and cosmetics are but a few examples. Rather, for certain categories of products, tobacco being one, it requires 'marketing approval' and sets up an 'approval' process. Applications for approval were submitted to the FDA [PMTA Pathway], and the FDA – after what is supposed to be an in-depth analysis, issues either an MGO [Marketing Granted Order] or an MDO [Marketing Denial Order] In between, products are allowed to remain on the market. This is vaguely similar to a 'patent pending' vs. having a registered patent on file with the Patent Office. One is not in violation of a patent, or denied the ability to sell a product, until such a violation is determined.

Denying the sale of a product that has not been denied marketing by the FDA would be contrary to, if not in violation of, the existing FDA approval process.

Furthermore, the entire FDA PMTA process that issued and MDO for ANY vaping product has been recently found by the United States Court Of Appeals [2024] to have been "arbitrary and capricious", putting the legality of any MDO into question. Basing any Maryland Legislation on unsettled Federal regulations is premature. Attempting to keep track of the literally tens of thousands of products with valid PMTA applications, that have not been issued an MDO, would be completely unfeasible.

Furthermore, some of the broad copycat concepts are likewise 'arbitrary and capricious'. Holding manufacturers responsible for the entire concept of 'Brand' based on anything "similar to another brand", based on a "recognizable pattern of colors", or "selling message" is so fabulously broad and vague, that it boards on irresponsible legislation. To wit, from Page 15 at Line 12:

"ANY OTHER INDICIA OF PRODUCT IDENTIFICATION IDENTICAL OR SIMILAR TO, OR IDENTIFIABLE WITH, A PREVIOUSLY KNOWN BRAND OF ELECTRONIC SMOKING DEVICES, OTHER TOBACCO PRODUCTS, OR ELECTRONIC SMOKING DEVICE PRODUCTS"

The Reality Of Any National Directory:

It is fully known to the actual authors of the legislation, before it got to the present bill sponsor(s), that the actual implementation of this bill would completely obliterate any brick and mortar vape shop for the following simple reasons:

There is not a single vape product that has been approved by the FDA as a smoking cessation device, in spite of the fact that more people have ceased smoking as the result of vaping than any other product.

There are only 23 products that have had their lobbyists successfully manipulate the FDA into awarding them an MGO for retail sale, and these come from only 3 manufacturers. [See the attached sheet]. But of these 23, 9 of the devices are simply the power units for the electronic devices. There are only 14 products that contain the consumable components, and almost all of these are simply variations of the same product, just varied by nicotine strength or the shape of the container.

E-Cigarettes Authorized by the FDA

As of Jan. 2024, these are the only e-cigarettes authorized to be sold in the U.S.



Manufacturer	Product Name	
Logic Technology Development LLC	Logic Regular Cartridge/Capsule Package	
	Logic Vapeleaf Cartridge/Capsule Package	
	Logic Vapeleaf Tobacco Vapor System	
	Logic Pro Tobacco e-Liquid Package	
	Logic Pro Capsule Tank System (1)	
	Logic Pro Capsule Tank System (2)	
	Logic Power Tobacco e-Liquid Package	
	Logic Power Rechargeable Kit	
	NJOY LLC	NJOY DAILY Rich Tobacco 4.5%
		NJOY DAILY EXTRA Rich Tobacco 6%
NJOY ACE Device		
NJOY ACE POD Classic Tobacco 2.4%		
NJOY ACE POD Classic Tobacco 5%		
NJOY ACE POD Rich Tobacco 5%		
R.J. Reynolds Vapor Company	Vuse Vibe Power Unit (1)	
	Vuse Vibe Tank Original 3.0%	
	Vuse Vibe Power Unit (2)	
	Vuse Ciro Power Unit (1)	
	Vuse Ciro Cartridge Original 1.5%	
	Vuse Ciro Power Unit (2)	
	Vuse Solo Power Unit	
	Vuse Replacement Cartridge Original 4.8% G1	
	Vuse Replacement Cartridge Original 4.8% G2	

For the most up-to-date list of authorized e-cigarettes, visit the [Premarket Tobacco Product Marketing Granted Orders webpage](#).

While these products are authorized to be sold in the U.S., it does not mean these products are safe nor are they "FDA approved." All tobacco products are harmful and potentially addictive. Those who do not use tobacco products shouldn't start.





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LITERATURE REVIEW

February 15, 2021

The Impact Of Vaping On Combustible Cigarette Smoking Cessation

The following literature review is a random assortment of scientific and medical articles and position papers pertaining to the use of the disruptive technology called ‘Vaping’ used by tens of millions of people worldwide to reduce or eliminate cigarette smoking. The articles come from a broad spectrum of sources including the New England Journal of Medicine, the Journal of the American Medical Association, British Medical Journal, BMC Medicine, the International Journal of Environmental Research & Public Health, the Journal of Nicotine & Tobacco Research, Addiction, the National Academies, and others. The research goes back to early in the last decade, up to current. Policy papers are included from the right-wing leaning and libertarian Heartland Institute, and the left-wing leaning Progressive Policy Institute – with both sides of the political spectrum strongly supporting the principles of ‘Harm Reduction’ to achieve the greatest economic, and public health benefits, with vaping at the center of the discussion due to its unparalleled success and clear benefits.

Ironically, while vaping has proven to be the single most effective means to get smokers to completely quit or greatly reduce their cigarette consumption, the vaping industry is forbidden - by law - to claim, or mention, or even suggest, that vaping can be an effective ‘cessation’ solution. Accordingly, you will find very little industry documentation. Nonetheless, the evidence, the data, the facts, the science, and the scientists back up the incontrovertible fact that vaping has worked as a cessation solution in the most important arena of empirical evidence: the literally tens of millions of vapers who have ceased using combustible cigarettes.

The following list contains informal references with live links to article copies with their respective copyrights, listed authors, and additional formal references and links. The compilation represents many hundreds of pages of mostly highly scientific writings, worthy of reading if one really cares about truth, and knowledge, and understanding. However, selective quotes have been pulled from the articles to give the reader a quick gist, as well as a short VAPESociety ‘VAPESTake’ about the writing.

Title: 1. Tobacco Smokers Could Gain 86 Million Years of Life if they Switch to Vaping

Source: Georgetown University Medical Center

URL: <https://1drv.ms/b/s!AtF91jqW2Ne9i0yfrkt0Yu3yxZ1I?e=8BQqyZ>

Quoted: *“In all, cigarette smokers who switch to e-cigarettes could live 86.7 million more years [over a 10-year period] with policies that encourage cigarette smokers to switch completely to e-cigarettes. In addition, there would be tremendous health benefits including reduced disease disability to smokers, reduced pain and suffering, and reduced exposure to second hand smoke.”*

“Even the gloomiest analysis shows a significant gain in years of life if nicotine is obtained from vaping instead of much more deadly amount of toxicants inhaled with cigarette smoke.”

VAPESTake: Vaping is not entirely ‘safe’, but it is many magnitudes ‘SAFER’ than smoking. Smoking is seriously estimated to be at least 2000% more harmful. Smoking kills nearly a half million Americans EVERY year, while legal nicotine vaping has not resulted in a single death¹ – worldwide – since it was invented and made commercially available in 2006.

¹ No directly associated deaths. Does not take into account indirect events such as auto accidents, or the EVALI deaths caused by illegal THC street drugs inappropriately used in counterfeit cartridges, and falsely attributed to ‘vaping’.

Title: 2. E-cigarettes are estimated to have helped 16,000-22,000 smokers in England to quit

Source: Medical XPress

URL: <https://1drv.ms/b/s!AtF91jqW2Ne9iyThrouVMiDunVp8?e=ygO2gG>

Quoted: *“Previous research has found that when used in this way, e-cigarettes increase the chances of success by around 50% compared with using no support or one of the traditional nicotine products such as gum or skin patch.”*

“E-cigarettes appear to be helping a significant number of smokers to stop who would not have done otherwise - not as many as some e-cigarette enthusiasts claim, but a substantial number nonetheless.”

VAPESTake: This is a 2016 study looking at 2014 data, so the raw numbers are significantly higher now, but the fundamental understanding that vaping has helped a staggering number of people to reduce or quit smoking entirely remains true. The effectiveness of vaping has been observed for a very long time, and the body of evidence is only growing.

Title: 3. Electronic Cigarettes Have a Potential for Huge Public Health Benefit

Source: BMC Medicine

URL: <https://1drv.ms/b/s!AtF91jqW2Ne9izkepp1iN0hefyK0?e=1Gpb5G>

Quoted: *“There is now a sufficient body of evidence available on several aspects and effects of [Electronic Cigarettes] for recent reviews to conclude that health care professionals and public health bodies should encourage smokers who cannot stop smoking using available treatments, or do not want to do so, to switch to [Electronic Cigarettes]”*

“[Electronic Cigarettes] have a potential to generate substantial public health benefits and that discouraging smokers from using them and regulating [Electronic Cigarettes] as severely as cigarettes, or even more severely, is detrimental to public health.”

“Nicotine use, of course, can have negative consequences even if it does not affect physical health. A proportion of users become dependent. However, compared with disease and death caused by combustible non-nicotine chemicals in tobacco smoke, this is a minor consideration. Worries about nicotine use stripped of the health risks of smoking are on par with worries about drinking coffee.”

VAPESTake: This is a powerful article looking at not only the science of vaping, but equally – if not more importantly - the public policy and political elements of the debate, pointing out that the resistance to vaping is clearly centered on ideological and moralistic elements, and not on individual or public health considerations, which overwhelmingly support vaping.

Title: 4. Daily E-Cigarette Users Had Highest Rates of Quitting Smoking

Source: Columbia University Mailman School of Public Health

URL: <https://1drv.ms/b/s!AtF91jqW2Ne9i0N0cMk1uw1w8Loo?e=zb1hbe>

Quoted: *“Among U.S. adults who were established smokers in the past five years, those who use e-cigarettes daily were significantly more likely to have quit cigarettes compared to those who have never tried e-cigarettes.”*

VAPESTake: Vapers were almost twice as successful as non-vapers in their efforts to quit smoking. The superior success of vaping as the cessation solution of choice is consistent across numerous studies, as is the success of vapers to not relapse *IF* they keep vaping. This puts nicotine vaping more in line with other medical treatments – diabetes, cholesterol, blood pressure, etc – that have proven successful in adding many high-quality years to a person’s life.

Title: 5. Tobacco Harm Reduction 101

Source: Heartland Institute

URL: <https://1drv.ms/b/s!AtF91jqW2Ne9i0bErCLHN-CP7uFa?e=vy14kS>

Quoted: *Research overwhelmingly shows the smoke created by the burning of tobacco, rather than the nicotine, produces the harmful chemicals found in combustible cigarettes.”*

“There is no significant scientific evidence connecting major health problems with the use of nicotine alone. However, because nicotine enters the body along with many harmful chemicals while smoking combustible cigarettes, many erroneously believe that it is the nicotine in cigarettes that causes hazardous health conditions such as cancer.”

“Because e-cigarettes and vaping devices do not contain many of the harmful ingredients included in tobacco products, their widespread use as a replacement for tobacco would provide substantial public health benefits and reduce state and federal health care spending.” [\$48 billion in 2012]

“The Yale [University Study] also found the greater the access to e-cigarettes, the greater the drop in the state’s smoking rate.”

VAPESTake: A ‘should read’, balanced, and more comprehensive analysis of THR [Tobacco Harm Reduction] and several of its various elements: concept; science; statistics; economics; policy. Assembled explicitly for ‘Policymakers’ with a focus on the public policy benefits of vaping, the publication frames many of the arguments and directly addresses many common vaping ‘myths’.

Title: 6. The Impact of Electronic Cigarettes on Cigarette Smoking

Source: Progressive Policy Institute

URL: <https://1drv.ms/b/s!AtF91jqW2Ne9i1IWQxBWRh79BsU5?e=nA1HFo>

Quoted: *“Most of the empirical evidence appears to support the view that e-cigarette use reduces the incidence of regular cigarette smoking.”*

“Statistical analysis of the changes in smoking rates and e-cigarette use by age, gender, race and ethnicity suggests that about 70 percent of the increased decline in cigarette smoking from 2013 to 2017 was associated with the rising use of e-cigarettes.”

“Among adolescents, the association between declining smoking rates and rising e-cigarette use was even stronger than among adults.”

“Statistical analysis and numerous studies establish that e-cigarettes are an effective tool to help people stop smoking or avoid starting to smoke cigarettes.”

“Across both age cohorts, the net health-associated lifetime gains from starting to use e-cigarettes in 2017 instead of smoking cigarettes exceed \$2.5 trillion.”

“Over the ten years from 2017 to 2027, therefore, we estimate that the use of e-cigarettes from 2017 to 2027 by these 3,844,841 people who otherwise would have been cigarette smokers will increase their collective productivity by \$43.96 billion.”

VAPESTake: As with the Heartland Institute publication, this Progressive Policy Institute publication is targeted toward policymakers, looking at not only public health implications, but public economics as well. An interesting twist to their analysis is that the health care costs actually increase for vapers... because they live so much longer! However, their productivity and quality of life over these extended years more than makes up for this cost.

Title: 7. Public Health Consequences of E-Cigarettes

Source: National Academies

URL: <https://1drv.ms/b/s!AtF91jqW2Ne9iyPEwQg4NCTWMkO1?e=7QhfwP>

Quoted: *Although e-cigarettes are not without risk, compared to combustible tobacco cigarettes they contain fewer toxicants; can deliver nicotine in a similar manner; show significantly less biological activity in most, but not all, in vitro, animal, and human systems; and might be useful as a cessation aid in smokers who use e-cigarettes exclusively.*

VAPESTake: The full version of this document is 750 pages long. Nonetheless, as a ‘review of the literature’, it reveals major flaws in the existing literature. One notable example is the ‘substantial evidence’ finding that e-cigarette use increases the use of combustible cigarettes, which is in direct conflict with just about every study out [see immediately preceding] that reveals vaping use to have skyrocketed, especially among youth, but also finds combustible tobacco use continuing to decline; a statistical impossibility.

Title: 8. Electronic Cigarette Use and Cigarette Abstinence Over 2 Years

Source: Nicotine & Tobacco Research - Oxford Academic

URL: <https://1drv.ms/b/s!AtF91jqW2Ne9i03uyRcgw5ShEAMR?e=nMwL2G>

Quoted: *“In this nationally representative longitudinal cohort study of US adult cigarette smokers, daily e-cigarette use, compared to no e-cigarette use, was associated with a 77% increased odds of prolonged cigarette smoking abstinence over the subsequent 2 years. Regular use of e-cigarettes may help some smokers to stop smoking combustible cigarettes.*

VAPESTake: Unlike many other studies that study much shorter periods, this one followed smokers for a full 2 years, finding that vaping not only helped them break the cigarette habit, but continued daily vaping kept them from going back to cigarettes.

Title: 9. Adults Who Vape Are More Likely To Quit Cigarettes

Source: CNN

URL: <https://1drv.ms/b/s!AtF91jqW2Ne9iz5jyMW6LTc8eYrq?e=tYz3ks>

Quoted: *The study, published in the medical journal JAMA Internal Medicine, tracked more than 5,000 daily smokers for an average of two years in France. It found that smokers who vaped used fewer cigarettes per day and were more than one and a half times as likely to quit completely.*

VAPESTake: This long-term study found a higher incidence of relapse with former smokers using electronic cigarettes than those who did not, but noticed lower relapse rates with newer more modern vaping equipment, as opposed to earlier generation equipment.

Title: 10. Electronic Cigarette Use and Cigarette Abstinence Over 2 Years

Source: Nicotine & Tobacco Research

URL: <https://1drv.ms/b/s!AtF91jqW2Ne9i1twCyOwmCgCx5ci?e=NjVsXc>

Quoted: *“In this nationally representative longitudinal cohort study of US adult cigarette smokers, daily e-cigarette use, compared to no e-cigarette use, was associated with a 77% increased odds of prolonged cigarette smoking abstinence over the subsequent 2 years. Regular use of e-cigarettes may help some smokers to stop smoking combustible cigarettes.”*

“Although e-cigarettes expose users to nicotine, they do not burn tobacco. Consequently, they expose users to fewer and lower levels of the many other chemicals found in tobacco smoke. It is these combustion products, rather than nicotine, that are the primary source of smoking-related morbidity and mortality. National evidence reviews from England and the United States have concluded that although e-cigarette use is not harmless, cigarette smokers who switch to e-cigarettes will likely reduce their smoking-attributable health risks.”

“E-cigarettes therefore have the potential for substantial public health benefit if cigarette smokers, especially those who are unwilling or unable to quit using current treatments, switch to e-cigarettes and stop smoking combustible cigarettes.”

VAPESTake: This high-quality, multi-year Wave 3 PATH analysis from Mass General & Harvard Medical School, found a clear and unambiguous association between frequent [daily] vaping, and users successfully abstaining from cigarettes.

Title: 11. Adult Smoking Cessation – The Use of E-Cigarettes

Source: U.S. Surgeon General

URL: <https://1drv.ms/b/s!AtF91jqW2Ne9izy9RGIPFSZob6a3?e=8VwTgk>

Quoted: “Research is uncertain on whether e-cigarettes, in general, increase smoking cessation.”

“Some research suggests that using e-cigarettes containing nicotine is associated with greater smoking cessation than using e-cigarettes that don’t contain nicotine, and more frequent use of e-cigarettes is associated with greater smoking cessation than less frequent use.”

“The FDA has not approved e-cigarettes as a quit smoking aid, and more research is needed on whether e-cigarettes are effective for quitting smoking and to better understand the health effects of e-cigarettes.”

VAPESTake: An interesting, yet consistent double-standard position from the U.S. Government. Despite hundreds of studies indicating a clear association between vaping and successful smoking abstinence, [cessation] even using verified government data [ie: multi-wave PATH data analyzed in the Mass Gen/Harvard study above], and the undeniable empirical evidence of tens of millions of vapers who have either quit completely, or have significantly reduced their cigarette consumption, [the acknowledged ‘explosion’ of vaping], Government reports such as this one from the Surgeon General repeat the need for ‘more research’, and focus on the ‘uncertainty’ of vaping as a cessation tool, while the FDA and other bodies are actively trying to severely limit vaping options and availability, reducing or completely eliminating the opportunity to conduct the very ‘research’ they say is needed. At the same time, while cautioning against the use of vaping - that has not been linked to a single death worldwide since being introduced more than 14 year ago² – because it is not yet approved by the FDA, they continue to actively promote the use of dangerous drugs such as Chantix – that has been ‘approved’ by the FDA – even while being linked to thousands of suicides and hundreds of deaths. Ironically, risk and harm to the public health is not a criteria for approval...

Title: 12. Relationship of E-Cigarette Use to Cigarette Quit Attempts and Cessation

Source: Journal of Nicotine & Tobacco Research

URL: <https://1drv.ms/b/s!AtF91jqW2Ne9izCT52kEwJdnNO-x?e=osB42W>

Quoted: *“Previous studies have obtained mixed results regarding the relationship of e-cigarette use to cigarette smoking cessation. This study provides a more precise methodology for considering the relationship of e-cigarette use to quit attempts and to quit success, and finds that quit attempts and quit success increase with the number of days use in the past month.”*

VAPESTake: Yet another study demonstrating that consistent vaping is among the most reliable indicators of smoking quit success.

² No directly associated deaths. Does not take into account indirect events such as auto accidents, or the EVALI deaths caused by illegal THC street drugs inappropriately used in counterfeit cartridges, and falsely attributed to ‘vaping’.

Title: 13. Association of prevalence of electronic cigarette use with smoking cessation
Source: Journal of Addiction
URL: <https://1drv.ms/b/s!AtF91jqW2Ne9izVw6zvtgEEm9Tq?e=NpOfKm>
Quoted: *“The increase in prevalence of e-cigarette use by smokers in England has been positively associated with an increase in success rates of quit attempts and overall quit rates”*
VAPESTake: Yet another study demonstrating that consistent vaping is among the most reliable indicators of smoking quit success.

Title: 14. A Randomized Trial of E-Cigarettes versus Nicotine-Replacement Therapy
Source: New England Journal Of Medicine
URL: <https://1drv.ms/b/s!AtF91jqW2Ne9iynmtD2XC--PPh1s?e=zLrAAb>
Quoted: *E-cigarettes were more effective for smoking cessation than nicotine-replacement therapy, when both products were accompanied by behavioral support.*
VAPESTake: Consistent with so many other similar studies, the e-cigarette group sustained 1-year cigarette abstinence at a rate almost twice the success of other NRTs [Nicotine Replacement Therapies] 18.0% v 9.9%.

Title: 15. Characteristics, Perceived Side Effects and Benefits of Electronic Cigarette Use
Source: International Journal of Environmental Research and Public Health
URL: <https://1drv.ms/b/s!AtF91jqW2Ne9i2DukxCCrWzLs7u8?e=CyDXQr>
Quoted: *“The results of this worldwide survey of dedicated users indicate that ECs are mostly used to avoid the harm associated with smoking. They can be effective even in highly-dependent smokers and are used as long-term substitutes for smoking.”*
“Complete substitution of smoking was reported by 81.0% of participants (former smokers) while current smokers had reduced smoking consumption from 20 to 4 cigarettes per day.”
“The most important reasons for initiating EC use for both subgroups [complete cessation and reduction] was to reduce the harm associated with smoking and to reduce exposure of family members to second-hand smoking.”
VAPESTake: One of the largest surveys of vapers ever studied, involving 19,414 participants. All but 0.5% were FORMER smokers who were now vaping instead of smoking. It is notable that beyond the raw numbers [81% had achieved complete smoking cessation] the primary motivation was harm reduction, not only to self, but to family members. [‘Second-hand vapor’ carries less than 1% of the danger of second-hand smoke.]

Title: 16. Effectiveness of the Electronic Cigarette
Source: International Journal of Environmental Research and Public Health
URL: https://1drv.ms/b/s!AtF91jqW2Ne9i2HNx0qqa_gEz3qU?e=vQ7k7Y
Quoted: *“In a series of controlled lab sessions with e-cig naïve tobacco smokers, second generation e-cigs were shown to be immediately and highly effective in reducing abstinence induced cigarette craving and withdrawal symptoms, while not resulting in increases in eCO. Remarkable (>50 pc) eight-month reductions in, or complete abstinence from tobacco smoking was achieved with the e-cig in almost half (44%) of the participants.”*

VAPESTake: This tightly controlled RTC study was looking not only at cessation results, but at cravings and withdrawal effects of the participants. The participants were from a pool of smokers who were not willing – or able – to stop smoking using other cessation techniques. The results revealed an overall reduction in cigarettes of 60% and a total abstinence rate of 21%. Cigarette cravings were sharply reduced or completely eliminated, and withdrawal symptoms were minimal.

Title: 17. E-cigarettes Comparing the Possible Risks of Increasing Smoking Initiation with the Potential Benefits of Increasing Smoking Cessation

Source: Nicotine & Tobacco Research

URL: <https://1drv.ms/b/s!AtF91jqW2Ne9iz2mWFA1STVRYkXn?e=lrOIxB>

Quoted: *“Our analysis strongly suggests that the upside health benefit associated with e-cigarettes, in terms of their potential to increase adult smoking cessation, exceeds their downside risk to health as a result of their possibly increasing the number of youthful smoking initiators. Public messaging and policy should continue to strive to reduce young people’s exposure to all nicotine and tobacco products. But, they should not do so at the expense of limiting such products’ potential to help adult smokers to quit.”*

VAPESTake: This is yet another long-term cost-benefit analysis at the population level that recognizes the risk of youth initiation, but finds the benefits to society of adult smoking cessation are significantly greater.

Title: 18. E-Cigarettes More Effective Than Counseling Alone for Smoking Cessation

Source: American College of Cardiology

URL: <https://1drv.ms/b/s!AtF91jqW2Ne9izij9Ac4f6Q6gJ4d?e=PfoXZh>

Quoted: *“Smokers who received smoking cessation counseling and used electronic cigarettes (e-cigarettes) containing nicotine were more than twice as likely to successfully quit smoking compared to those who received counseling but did not use e-cigarettes”*

VAPESTake: This study is consistent with just about every smoking cessation [any addiction] program, finding significant – if not dramatic - benefits are derived when combined with counseling. While not in this study, it should be noted that vape shops provide a remarkable level of ‘counseling’³ at a level that is difficult, if not impossible to obtain anywhere else. This is because most specialized vape shop employees are not only highly knowledgeable about their product, and therefore, can best assure the product is appropriate and understood, but the vast majority are also FORMER smokers who have successfully transitioned to the demonstrably safer disruptive technology they are offering – they are trusted peers.

Title: 19. Prevalence of population smoking cessation by electronic cigarette

Source: Journal Of Addictive Behaviors

URL: <https://1drv.ms/b/s!AtF91jqW2Ne9iyoEe11aThK-Nkc8?e=f1t8Xa>

Quoted: *“Over half of daily e-cig users in the sample quit smoking in the last 5 years.”*

“Daily e-cig users were 3 times more likely to be quit than never e-cig users.”

VAPESTake: This is yet another study of ‘former smokers’ [people who successfully quit] and an analysis of how they achieved abstinence. The results found that daily vaping was the highest correlate.

³ There is no professional designation as ‘vaping counselor’, and all such communication is informal and considered ‘opinion’, rather than professional advice. However, peer counseling / support is universally known to be highly trusted and valuable, especially in the area of addiction, hence the success of Alcoholics Anonymous, Narcotics Anonymous, etc.

Title: 20. Quit and Smoking Reduction Rates in Vape Shop Consumers
Source: International Journal of Environmental Research and Public Health
URL: <https://1drv.ms/b/s!AtF91jqW2Ne9iytPNXwYwmeMyn1S?e=5cc1Mr>
Quoted: *“We have found that smokers purchasing e-cigarettes from vape shops with professional advice and support can achieve high success rates.”*
VAPESTake: This is yet another study looking at the role of vape shops – and their employees – in the successful reduction or complete cessation of combustible cigarettes by customers. Although vape shop employees are frequently highly trained ‘professionals’, there is no standard in the industry. [see footnote #3] Nonetheless, the study found a ‘quit rate’ in excess of 40% by users who took advantage of the expertise found in specialized vape shops.

Title: 21. Effectiveness of Electronic Aids for Smoking Cessation
Source: Current Cardiovascular Risk Reports
URL: <https://1drv.ms/b/s!AtF91jqW2Ne9iyVZBsG0G02cQ4sI?e=HPdinz>
Quoted: *“Preliminary evidence suggests that e-cigarettes are likely much safer than regular cigarettes and are helpful to some smokers as a means of reducing or quitting smoking.”*
VAPESTake: This study points out that electronic cigarettes [and mobile health intervention] should be [correctly] looked at as ‘alternative’ or ‘additional’ approaches to reducing tobacco-related morbidity and mortality, that have the [proven] potential to reach smokers who have not – or would not – utilize ‘traditional’ solutions or services, or for those for whom such ‘solutions’ failed to work. In the field of tobacco harm reduction, there is no one ‘right’ way, other than the solution that is successful.

Title: 22. E-cigarette use and associated changes in population smoking cessation
Source: British Medical Journal
URL: <https://1drv.ms/b/s!AtF91jqW2Ne9izRXJXZFI2BJF4f9?e=ow4zH0>
Quoted: *“The substantial increase in e-cigarette use among US adult smokers was associated with a statistically significant increase in the smoking cessation rate at the population level.”*
“E-cigarettes appear to have helped to increase smoking cessation at the population level”
VAPESTake: This is yet another study – this one in the U.S. -- that finds with very high confidence [and consistent with almost every other similar study] that there is a statistically significant correlation between the increase in the number of smokers who try vaping to help them quit, and their success. More vapers results in fewer smokers. This is about as simple as it gets.

Title: 23. Association Between Electronic Cigarette Use and Smoking Reduction in France
Source: Journal of the American Medical Association – Internal Medicine
URL: <https://1drv.ms/b/s!AtF91jqW2Ne9izbuQSDjzGfrJzQ3?e=7Gk08U>
Quoted: *“This study’s findings suggest that among adult smokers, EC use appears to be associated with a decrease in smoking level and an increase in smoking cessation attempts”*
VAPESTake: This is yet another study – this one in France – that demonstrated the use of vaping as a smoking cessation tool was associated with a significant decrease in the number of cigarettes smoked, and a higher smoking cessation outcome, than was realized by participants that did not use vaping. More vaping equals less smoking. This is about as simple as it gets.

Title: 24. Adherence among Pregnant Women - Trial of E-Cigarettes for Smoking Cessation
Source: International Journal of Environmental Research and Public Health
URL: https://1drv.ms/b/s!AtF91jqW2Ne9iy_LpvNItE3HN-S?e=HEv67l
Quoted: *“Pregnant smokers provided with e- cigarettes, and with generally high levels of vaping, had positive beliefs about the necessity of vaping for smoking cessation which outweighed concerns about vaping.”*
VAPESTake: This study demonstrates that concerns for the safety of and health benefits for others [fetus internally and family/existing children affected by second-hand smoke] were strong motivating factors for women toward giving up or reducing cigarette smoking while pregnant, believing [quite correctly] that vaping is magnitudes safer than smoking at every metric. The significance of this goes far beyond this study. Minimizing -- or worse yet, falsifying – the actual benefits of vaping has the dangerous affect of reducing trust – and use – of safer solutions. The end result for many – if not most – smokers who might have considered vaping, is that they continue to smoke, which is unequivocally the worst possible outcome.

Title: 25. Changing Perceptions of Harm of e-Cigarette vs Cigarette
Source: Journal of the American Medical Association - Network
URL: https://1drv.ms/b/s!AtF91jqW2Ne9izoKzLc_TLXLnl77?e=3LYwtl
Quoted: *“The proportion of US adults who perceived e-cigarettes to be as harmful as or more harmful than cigarettes increased substantially from 2012 to 2017. The findings of this study underscore the urgent need to accurately communicate the risks of e-cigarettes to the public, which should clearly differentiate the absolute from the relative harms of e-cigarettes.”*
VAPESTake: This study highlights a dangerous – and deadly – trend in the U.S. to ignore, minimize, or falsely refute the scientifically proven benefits of vaping, while simultaneously, and intentionally, spreading misinformation and fear, concerning the ‘risks’ of vaping, and exaggerating the dangers. Examples include statements that vaping may actually be more dangerous than smoking combustible cigarettes, that smokers would be better off continuing to smoke until more is known about vaping, and even suggesting that vaping will cause worms to crawl under the skin, and parasites to eat out the brains of teenagers. <https://www.youtube.com/watch?v=zYuyS1Oq8gY>
Grossly untruthful scare tactics used to misinform the public are never good – or acceptable – but such efforts are being deployed and coordinated at the highest levels of government, and with increasing success, resulting in perceptions that are significantly out of line with the science and facts – but on fear.

Title: 26. The Renormalization of Smoking - E-Cigarettes and the Tobacco Endgame
Source: New England Journal of Medicine
URL: https://1drv.ms/b/s!AtF91jqW2Ne9iybylui6h_-OP9R6?e=tBqFzw
Quoted: *“Some studies suggest that the majority of e-cigarette users treat them as cessation aides and report that they’ve been key to quitting smoking.”*
“The most vocal supporters of e-cigarettes, other than those with commercial interests in them, have been public health professionals who’ve embraced the strategy of harm reduction — an approach to risky behavior that prioritizes minimizing damage rather than eliminating the behavior.”
“We may not be able to rid the public sphere of “vaping,” but given the magnitude of tobacco-related deaths — some 6 million globally every year and 400,000 in the United States, disproportionately among people at the lower end of the socioeconomic spectrum — an unwillingness to consider e-cigarette use until all risks or uncertainties are eliminated strays dangerously close to dogmatism.”

VAPESTake: This well-thought-out perspective piece from no other than the preeminent New England Journal Of Medicine, frames the current debate well. If the ‘Endgame’ of the tobacco-control advocates is nothing short of total, puritanical, abstinence - if not outright abolition - of nicotine, then vaping represents an existential threat to their movement, because nearly all the real ‘dangers’ from nicotine addiction that come from combustible cigarettes – that are the legitimate fear generators - have been eliminated. Vaping is so much safer – by magnitudes [scientifically estimated to represent less than 1/20th of the harm of combustible cigarettes, down to as little as 1/100th or less] that tobacco abolitionists fear it will simply replace smoking. Ironically, this is exactly what ‘Harm Reduction’ public health advocates are fighting for; you quickly eliminate 95%-99% of the ‘harm’ from smoking, so you can then focus time and resources on the underlying issues of the underlying addiction. As the article rightfully points out, all we have to do is look back to the prohibitionist ‘War on Alcohol’ and the ‘War on Drugs’ for guidance related to their effectiveness and outcomes.

Title: 27. Online Vape Shop Customers Who Use E-Cigarettes Report Abstinence from Smoking

Source: International Journal of Environmental Research and Public Health

URL: <https://1drv.ms/b/s!AtF91jqW2Ne9iy4aUJCgUMvWWhIA?e=jdwu4e>

Quoted: *“Nevertheless, the recurrently reported earlier unsuccessful smoking cessation attempts, using different aids such as NRT, and the overall agreement that vaping helps with quitting or reducing smoking in substantial proportions of respondents suffice to make the case that e-cig-based tobacco harm reduction (THR)—encouraging the substitution of low-risk alternatives—may provide a viable alternative for (at least some) smokers who cannot or do not want to cease all tobacco and/or nicotine consumption.”*

VAPESTake: In what should now be a recognizable recurring theme, vaping is a remarkably successful smoking cessation solution for a substantial pool of smokers [tens of millions] who have been either unable or unwilling to quit using other solutions, but have found success with vaping. Harm Reduction advocates are universal in their unwavering position that doing something that is ‘less harmful’ than an alternative, [vaping nicotine instead of smoking it] is a wise choice that should not only be allowed, but encouraged, not only at the individual level, but at the highest levels of public health policy.

Title: 28. What Are The Reasons That Smokers Reject ENDS?

Source: Journal of Drug and Alcohol Dependence

URL: <https://1drv.ms/b/s!AtF91jqW2Ne9i0EaEQjykJEnjVDhr?e=scbx9J>

Quoted: *“Whereas smokers who had formerly used ENDS cited inadequate craving reduction or incomparability to smoking for their discontinuation, the larger segment of smokers who have never used ENDS cited "safety," "effectiveness," and "costs" as reasons for non-use.”*

VAPESTake: While every major health organization [WHO, CDC, FDA, American Lung, American Heart, American Cancer, etc] has come to the [sometimes reluctant] conclusion that vaping is less harmful, less dangerous, and less deadly than cigarette smoking, the relentless media focus solely on the ‘dangers’ of vaping, and the ‘risk’ to youth are drowning out the clear, factual, scientific, and evidence-based position that vaping is a vastly superior ‘bad habit’ that would save millions of lives, and trillions of dollar, if only pursued with the same vigor and passion and resources as the efforts to destroy this positive message are getting.

Title: 29. Vape Shops As Cessation Counselors

Source: International Journal of Environmental Research and Public Health

URL: <https://1drv.ms/b/s!AtF91jqW2Ne9iyeTUpOGtX7SQYej?e=XlKn4f>

Quoted: *“Specialist electronic cigarette (e-cigarette) shops, known as vape shops, provide access to a less harmful alternative to smoking. This study aimed to understand customers’ experiences of vaping and vape shops, and the extent to which smoking cessation advice is and should be provided in these shops.”*

“I Felt Welcomed in Like They’re a Little Family in There, I Felt Like I Was Joining a Team or Something”

“Vape shops have the potential to play an important role in tobacco harm reduction, which could be increased if their service model were to extend to help smokers to quit.”

VAPESTake: ‘Success’ should be measured by its level of success. Specialty vape shops were predominantly opened by former smokers who successfully transitioned from smoking cigarettes, to vaping. Specialty vape shops almost exclusively hire vapers who understand and can recount their own successful journey from cigarettes to vaping. The undeniably simple truth that tens of millions of smokers have successfully reduced or completely stopped smoking through vaping, is in itself a success story that should be celebrated, but this success was only made possible as the result of thousands of successful, small business, neighborhood corner, friendly Mom-N-Pop, family-owned, smoking-cessation centers... that are not even allowed to claim they help people quit smoking because Big Government – and Big Tobacco – and Big Pharma – are terrified of their success.

Shutting down and destroying the most successful smoking cessation system ever designed, would not be a ‘success’ under any definition.

Closing Remarks From The Vaping Awareness Public Education Society

The human consumption of nicotine from the tobacco plant dates back to 5000 BC, and is not likely to be abolished this year... or decade... or century.

Notwithstanding, smoking tobacco cigarettes remains the most deadly, debilitating, and costly habit known to mankind; nothing even comes close.

ANYTHING that can be done to reduce or break cigarette smoking habit represents an unparalleled and irrefutable benefit to society.

ANY efforts to discourage or restrict a healthier, safer alternative to smoking [anything!!] is poor – irresponsible – public health policy.

Legislation should be crafted to minimize youth adoption, but NOT at the expense of harming the prospects for existing smokers to break the cigarette smoking habit.

Accelerated adoption and open encouragement of vaping as a proven reduced-harm alternative to smoking would almost certainly save millions of lives, and billions of dollars every year, based on facts, data, and empirical evidence already before any open-minded person willing to do nothing more than look at the data.

Fear-based abolitionist and prohibitionist policies, in contrast - especially if such efforts successfully destroy the vaping industry, as is openly advocated for by many - will result in the needless death of tens of millions of people, and with a net cost to society of multiple trillions of dollars. This too, is supported by empirical facts.

Vaping Saves Lives

Legislate wisely based on FACT – NOT FEAR!

If Daddy is an alcoholic, the victory is getting Daddy sober, not letting Daddy die, so the prohibitionist orphanage can celebrate the arrival of their newest child teetotaler...