

Flavored e-cigarettes help adults quit smoking and are a harm reduction tool. Per data gathered by reputable sources, flavored e-cigarettes help adults quit and abstain from smoking combustible cigarettes. Moreover, flavors are not the reason teens are using e-cigarettes.

- Small business vape shops and big tobacco are not the same thing.
 - o We do not sell the same products.
 - o Flavor bans kills small business and only leaves corporate entities like big tobacco to survive.
- Small business vape shops help adults quit smoking.
 - o Flavors are an incentive to switch. In a study conducted by Penn State, “participants in our study indicated that they used e-cigarettes as a means to quit smoking or avoid relapse, and these flavors may be part of the reason why they end up using e-cigarettes in the long-term.” (Reference 1)
 - o A study from Public Health New England (PHE) shows that vaping is at least 95% less harmful than combustible cigarettes. Additional studies and research continue to support PHE’s study. (Reference 3)
- Nationally, between 2019 and 2021, teen vaping decreased by 63 percent.
 - o This comparison was made using the FDA’s National Youth Tobacco Survey
- The 2021 National Youth Tobacco Survey showed that of the teens that used e-cigarettes, only 13.4% cited using them because of flavors.
 - o 43.4% cited using them to self-medicate for being depressed or anxious.
- In 2018 a survey was conducted amongst highschoolers in Maryland. When asked about the “main reason” for using e-cigarettes only 3.2 percent responded “flavors.” Conversely, 13 percent reported because “friend/family used them,” 11.7 percent reported “other,” and 3.8 percent reported using e-cigarettes because they were less harmful than other tobacco products. (Reference 4)
- Places that have passed flavors bans and seen an increase in smoking combustible cigarettes. Yale School of Public Health conducted a study using San Francisco who passed a flavor ban in 2018. The study, published in JAMA pediatrics found that the flavor ban may have had the opposite effect. After the ban was implemented, high school students’ odds of smoking conventional cigarettes doubled in San Francisco’s school district relative to trends in districts within California without the ban. (Reference 2)
- Bans create illicit markets (feel free to check out craigslist in New York City). According to a study published by NIH’s Tobacco and Nicotine Research, “Banning vaping products may have unintended outcomes, such as increased demand for illegal products” (Reference 5)
 - o Prohibition has never worked (IE: Marijuana)
 - o “Do-it-yourself” e-juice is dangerous, and the materials are not hard to find.
 - o Maryland is not a large state. Importation of products from other states is certain.
 - o No tax revenue for the state of Maryland.

Please do not make the huge mistake of banning a product that helps adults quit smoking. Many will go back to cigarettes, seek these products out in a black market, or go across state lines to obtain them. This product is a new technology and should be viewed that way. Please stop pushing draconian prohibitions that DO NOT WORK and have never worked. The Maryland Vapor Alliance stands by ready to assist with recommendations on sensible regulations that address the actual problem.

References:

1. Penn State study:

<https://www.psu.edu/news/research/story/research-suggests-adults-not-just-teens-electronic-cigarette-flavors/#:~:text=The%20researchers%20studied%20changes%20in,and%20other%20sweet%20flavors%20increased.>

2. Yale School of Public Health Study- published in JAMA Pediatrics:

<https://jamanetwork.com/journals/jamapediatrics/fullarticle/2780248>

3. Public Health New England- expert review of the latest evidence concludes that e-cigarettes are around 95% safer than smoked tobacco and they can help smokers to quit

<https://www.gov.uk/government/publications/e-cigarettes-an-evidence-update>

4. Maryland Department of Public Health, "Maryland High School Survey Detail Tables – Weighted Data," 2018 Youth Risk Behavior Survey, 2018

<https://phpa.health.maryland.gov/ccdpc/Reports/Documents/2018%20YRBS%20YTS%20Reports/Maryland/2018MDH%20Detail%20Tables.pdf>.

5. The Illegal Experimental Tobacco Marketplace I: Effects of Vaping Product Bans

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC8403238/>

6. The unchecked power of philanthropy: Bloomberg Philanthropies' crusade against vaping is doing more harm than good.

<https://medium.com/the-great-vape-debate/the-unchecked-power-of-philanthropy-e71e426b91b8>