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**For Immediate Release**

**Contact: Nathaniel Dunford**  
212-315-8620  
ndunford@thoracic.org

*Given that the electronic cigarette is intended to deliver nicotine to the user while reproducing many of the salient cues of smoking, the ATS recommends that federal, state and municipal authorities should assert jurisdiction and effectively regulate e-cigarettes. Regulation must include:*

1. States should regulate e-cigarettes as tobacco products. E-cigarettes should not be sold to those younger than 18, and regulations requiring identification and proof of age at the time of purchase should apply.
2. Internet sales of e-cigarettes should be strictly regulated.
3. E-cigarettes should be taxed at rates equivalent with traditional cigarettes and other tobacco products.
4. E-cigarettes should be subject to the same restrictions regarding public use as combustible tobacco products, and e-cigarettes should not be used in smoke-free areas.
5. The FDA should deem regulatory authority over e-cigarettes.
6. Candy and menthol flavored e-cigarettes should be banned.
7. E-cigarette packaging should include warning labels, similar in size and scope to those required of combustible tobacco packaging. Where risks are known, the consumer should be informed of those risks in clear and direct language. Where data regarding risk is unavailable or inconclusive, the consumer should be informed of the lack of reliable safety testing data.
8. The FDA should regulate the form and content of e-cigarette advertising.
9. Both direct and implied health and safety claims by e-cigarette manufacturers should be subject to the same evidentiary review process currently required for other products making such claims.
10. The FDA should require e-cigarette manufacturers to adopt Good Manufacturing Processes similar to those that exist for other regulated products, including lot numbers, securing packaging, etc
11. Given that nicotine is an addictive drug, with the dependence liability related to the pharmacokinetic characteristics of the delivery device, delivery characteristics of the e-cigarette should be evaluated and disclosed, and periodically monitored to ensure consistency of the product's dependence potential over time.
12. Content of e-cigarette cartridges should be disclosed and regulated.
13. The nicotine content of the e-cigarette cartridge should not exceed that of a similar user volume of combustible tobacco.
14. Deliverable nicotine levels should be consistent between cartridges.
15. Researchers and clinicians, along with scientific societies and publications, receiving funding from e-cigarette manufacturers should disclose this relationship and the potential for conflict of interest in a manner equivalent to disclosures required for funding from the remainder of the tobacco industry.