

A statement made by Dr. David Abrams P.H.D, Executive Director Schroeder Institute for Tobacco Research and Policy Studies, a tobacco-policy think tank at the American Legacy Foundation, a DC anti-smoking nonprofit formed in 1999 as part of the landmark tobacco settlement.

I quote "5.6 million children alive today are expected to die as a result of cigarette use, along with 480 000 adults annually. Moving cigarette users to safer e-cigarettes benefits adults and youth. There is little evidence that e-cigarettes are a gateway to cigarettes. A recent study suggested this possibility, but confused correlation with causation. Youth e-cigarette experimentation (2.1% in 2012) is not associated with increased cigarette use. On the contrary, youth smoking declined 10% annually between 2010 and 2013 to record lows (9.6%). In addition, concern that e-cigarettes will addict another generation is not supported by evidence. Combustion delivers freebase nicotine in its most highly addictive form. Non-combusted nicotine delivery has reduced potential for addiction; nicotine is sold over the counter in nicotine replacement products with minimal addiction. The pharmacokinetic profile of e-cigarettes is much closer to nicotine replacement products in terms of addiction risk and harm. Both nicotine replacement products and e-cigarettes are now suggested for lifetime use instead of cigarettes, and a recent randomized trial found e-cigarettes were as effective as nicotine replacement therapy at stopping smoking.

Because cigarettes make up 92% of a \$100 billion market, there is plenty of room for e-cigarettes in the market. E-Cigarette manufacturers do not need to addict youth. However, it is important to distinguish between Big Tobacco, which aims to promote cigarette and e-cigarette use, and independent manufacturers, which aim to eliminate cigarettes in favor of e-cigarettes. E-Cigarettes can create competition for entrenched tobacco products and speed the demise of cigarettes. Making it harder for independent e-cigarette manufacturers to compete with cigarettes will delay the obsolescence of cigarettes and perpetuate the status quo. Policies that recognize the differences in harm can help shift use to less harmful, less addictive e-cigarettes so that they are a gateway out of lifelong addiction to cigarettes. This approach is articulated in the 2014 Surgeon General's report: "Death ... is overwhelmingly caused by cigarettes and other combustibles ... promotion of e-cigarettes and other innovative products is ... likely to be beneficial where the appeal, accessibility ... and use of cigarettes are ... rapidly reduced."

Policy making relies on science, not dogma. The danger is that concerns about hypothetical risks will lead not to the management of such risks but to status quo policies that perpetuate cigarette use. It is not nicotine per se that kills people; it is exposure to toxic compounds generated by burning tobacco. If nicotine can be decoupled from deadly tobacco smoke, adults and youth can be saved. The public health standard need not be weighted to favor youth prevention over adult cessation."

Quite a profound statement from one of the most respected people in tobacco research and anti-smoking policy!

Very Respectfully

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