SECOND OPINION

I'M ALL OUT OF CANDY...
BUT I HAVE THESE CHOCOLATE,
CARAMEL AND BUBBLE GUM
FLAVORED E-CIGARETTES!

The FDA regulates tobacco to protect children from cigarettes. Unregulated E-cigarettes, on the other hand, are available in fruit and candy flavors.
E-cigarettes:

Minimizing the risk
Maximizing the potential
Electronic cigarettes deliver an odorless, smokeless dose of nicotine to users.

An electronic cigarette is powered by a small rechargeable battery.

When a user inhales, a sensor detects air flow and starts a process to heat liquid from a replaceable cartridge so it vaporizes.

The cartridge contains propylene glycol, water, flavoring and varying levels of nicotine (like regular or light).

The propylene glycol produces a vapor mist that looks like smoke and carries the nicotine.

Source: NJOY (one brand of the cigarettes)
First Generation ('cigalikes')

- Disposable
- Rechargeable with pre-filled cartridges
Second Generation

- Rechargeable
- Refillable with e-liquid
FUNKSAUCE

- Pina Colada
- Cool Menthol
- Banana Nut Bread
- Grape Popsicle
- Money
- Lime Fizz
- Rich Chocolate
- Tree Gnome
- Got Fuel
- Pineapple
- Blueberry Blast
- Fruit Punch
- Mango
- Sugar
- Cookies
- Cola Float
- Pea
- Caramel
Third Generation—Mods

- Rechargeable
- Refillable with e-liquid
This guy is a ‘vaper’
E-Cigs Kept Out of the Hands Of Children?

Municipal, state and school rulings banning use or sale of electronic cigarettes to minors is logical. The phrase evokes ten year old boys trying to look cool with a vape stick, hanging with friends at the corner... but is legislation a good
Are e-cigs legal?

• **YES**
  • If they contain *no nicotine* and do not make any health claims

• **NO**
  • If they contain nicotine and make health claims such as “safer than smoking” or “will help you quit”.
Electronic smoking products fall within the scope of the Food and Drugs Act. All of these products require market authorization ... granted by Health Canada following review of scientific evidence demonstrating safety, quality and efficacy. To date, no electronic smoking product has been authorized for sale by Health Canada.
• Health Canada is advising Canadians not to purchase or use electronic smoking products, as these products may pose health risks and have not been fully evaluated for safety, quality and efficacy by Health Canada.
Why the big controversy?

KEEP CALM AND VAPE ON
Opponents

- Long-term health risks of inhaling PG not known
- Lack of quality controls, manufacturing standards
- Misleading, false, incomplete labelling—ingredients not fully disclosed
- Unproven cessation claims
- Risks from nicotine e-liquid
- Tobacco control successes may be undermined
  - Will increased social exposure and promotion of ‘smoking’ re-normalize smoking?
  - Will e-cigs lead to smoking/nic addiction among youth?
  - Will dual use increase tobacco consumption?
  - Will e-cig use complicate enforcement of smoking bans?
CDC: E-cigarettes may be tempting non-smoking youths to smoke

Teens use cigarettes to smoke pot, authorities warn

Mother’s e-cigarette exploded

Liquid nicotine in e-cigarettes rising cause of poisonings: CDC

Young B.C. boys buy e-cigarettes, sparking calls for regulations
Proponents

- Substantially lower health risks than cigarette—risks must be compared to cigarette
- Exposure to all tobacco smoke toxicants significantly reduced
  - TSNAs in e-cigs are at levels are comparable to those in NRTs
- Main ingredient (propylene glycol) safe for oral consumption; used as solvent in medications
- Only 1 death, 1 hospitalization ever reported
- Effective in helping smokers ↓ cigarette use
- Effective in helping smokers quit smoking
“People smoke for the nicotine, they die from the smoke.”
Entrepreneurs have found a way to meet the needs of those unable, or unwilling, to quit nicotine by developing and selling products that can deliver the drug in ways that promise to reduce the health risks. Electronic cigarettes are currently the most visible example ... could do to smoking what sanitation did to cholera.

- Editorial in NationalPost by David Swenanor
Are e-cigs safe?
Are e-cigs effective as a quit-smoking aid?
Is vaping attractive to kids?

In 2013, more than a quarter million middle and high school students never smoked regular cigarettes but **had used** e-cigarettes...

3 times as many as 2011!
Does it harm others?
Is smoking being normalized again?
BUT, is it safer than smoking tobacco?
What’s the role of Big Tobacco?
“I want you to get it out - I want to see it, feel it, hold it... put it in my mouth - I want to see how great it tastes.”
E-cigarettes are a story of both risks and promises. In a sense they are a double-edged sword.

Dr. D. Bettcher, WHO
More research needed
Legislation needed

• Ban sales to minors
• Ban flavours
• No use in indoor places
• Not used on school grounds
• No promotion, sponsor, retail displays
• No free samples
• No cross-branding
• Manufacturing stds, labelling
• Child safe e-liquid bottles
What do YOU think?
Further information

- Non-Smokers’ Rights Association
  - www.nsra-adnf.ca
- Ontario Tobacco Research Unit
  - http://otru.org
For more information contact:

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